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How to push the notoriety and the brand image of a small Company in the competitive industry of Cosmetics through Public Relations?

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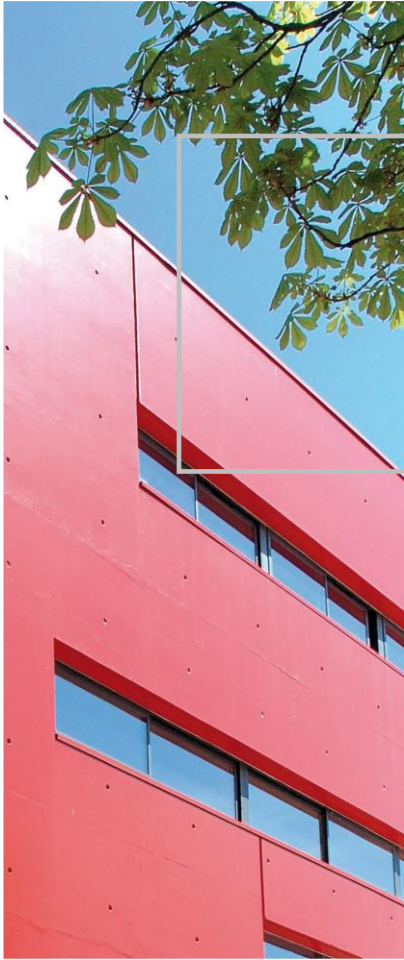
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Mémoire de stage/ de recherche

How to push the notoriety and the brand image of a small Company in the competitive industry of Cosmetics through Public Relations?



UNITED BEAUTY

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Master DEG 1ère année mention Marketing
Formation Initiale
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2015 - 2016



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A handwritten signature in black ink, appearing to be 'L. Pelosi', written in a cursive style.

A Peterborough, Angleterre, le 15 Mai 2016

SPECIAL THANKS

I would like to thank *United Beauty Products* team members for their warm welcome, their collaboration and their confidence in my work. A particular thank you to Victoria Cooke, my tutor in the Company who always has been available during my internship, always happy to help and reassure me when I was experiencing difficulties and doubts about my ability to succeed in my missions. Special thanks to Alexandra Gorin as well, who taught me a lot about Beauty and Cosmetics industries and made me benefit from her expertise.

I learnt a lot during this focused internship and was able to put into practice the academic knowledge I had gathered in my studies. Having always wanted to work in Public Relations and Marketing, I feel I have acquired some very special abilities and transferable skills that I will be able to use in my future roles. Having been responsible for organising and implementing specific targeted press events in several countries as well as being responsible for the day to day PR Communication in the structure have been amazingly enriching and will be invaluable to me professionally as well as personally.

I also would like to thank Sonia Beshka, my university tutor for this 4 months internship for being available even if I was in England. Thank you for your advice which guided me to the right direction to write this report.

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PREFACE

United Beauty Products is the Company where I have done my internship to conclude my first year of Master of Marketing at Grenoble IAE, Grenoble-Alpes University. This very small Company, was born in Corby, Northamptonshire, UK in 1996. Known for offering qualitative products and innovative Marketing concepts, the Company evolves in the very competitive industry of Cosmetics beside international giants such as *L'OREAL*, *Benefit Cosmetics* or *Sephora* now part of *LVMH* group. This Company is part of an important chemistry and pharmaceutical American group called *Chemence*, owned by Hugh Cooke.

United Beauty Products, also known as *UBP*, is specialised in nail care and colour products for both professional and retail markets. Its recent worldwide expansion has allowed *UBP* to be listed by some of the main chains and distributors: *Debenhams*, *Superdrug*, *Firebox* and *Sally's* in UK, *Passion Beauté*, *Beauty Success*, *Parashop* and soon *Système U* in France, *Rue 21* and *Charlotte Russe* in the US, *Capello Point* in Italy, as well as *DI* in Belgium.

UBP is currently employing 10 people (plus 2 interns in Marketing and Communication) which is particularly minimal in comparison with other British nail products specialists such as *Ciaté London* (up to 50 employees), *Nail Inc.* (more than 400 employees) or *Butter London* (around 100 employees).

According to *The Daily Mail*, British women are spending more than £450 per year on their nails. These spending include both professional services such as nail enhancement in professional salons and retail products such as nail polish, treatments, implements....*United Beauty* is present on both of B2B and B2C markets thanks to dedicated brands: in the professional area, *UBP* operates under 3 main brands which are *Attitude*, *Gel Illusion* and *Star Nails*. In the retail arena, main brands are *Glam Republic*, *GelTouch*, *Rescure* and *Gelousy*. *United Beauty* also manufactures products for retailers and distributors to be sold under their own brands such as *Peggy Sage* and *Gouiran* in France. This allows the Company to maintain a good level of orders and a healthy cash-flow whilst saving time and money on Communication and Marketing strategy which remains the customer's decision.

In spite of its size and limited resources, *UBP* has a strong willingness to grow and develop in new markets thanks to a Marketing strategy based on innovation, new products development and proactive and targeted Communication.

In this particular context, we will highlight the role of PR and Social Media in terms of brand awareness and notoriety to support and sustain *UBP* economic growth and expansion in a very competitive industry in constant movement.

INTRODUCTION

Nowadays, new forms of Communication are being used by both companies and customers to share billion of data and information, mostly online. Social Media platforms development as well as online information systems expansion have engendered completely new ways of Communication. Using the public appetite for online data search and social platforms, companies have decided to jump onto instant and free Communication for Marketing use. Big data made companies re-centring their Communication strategies to embrace these new realities, resulting in creating new positions of expertise such as Community Managers and public and Social Media executives, changing the landscape of the Public Relation function and organisation.

Public relations are directly related to the Marketing strategy of a Company. They serve to build a bridge and establish an “organic” dialog with customers, prospects, but also with journalists, distributors, partners, influencers... By being a direct link between the Company and its audience, people in charge of PR are playing several roles with high level of versatility and flexibility, having to be multi-task, especially within small companies. Their missions are focused on building and growing the Company’s brand image and notoriety using all available means at lower possible costs.

This report aims at presenting a definition of brand image and notoriety concepts in order to better understand the importance of Public Relations in a global Communication strategy. What is at stake for the brands, how social media can make or break companies in today’s hyper mediatised world. Taking the example of *United Beauty*, we will discover the weight and impact of designing and implementing a 360° PR strategy and how it can impact the global brand awareness, especially online.

The presentation of a non-limited list of available tools will be made to answer our baseline problematic of how to push the notoriety and the brand image of a small Company in the competitive industry of Cosmetics through Public Relations.

To answer this guideline question, whilst giving an overview on main concepts and tools, we will follow the below plan: In a first part, we will analyse why PR are a brand awareness and image booster by defining these concepts in an academic perspective. This theoretical part of my report will allow us to get knowledge on our topic prior to apply it in the real case of *United Beauty*, leveraged to understand what the realities under PR vocabulary are and how strategic it is for a small and relatively new player to master these techniques. In a third and last part, we will make a list of potential recommendations to implement to UBP for the Company to maintain efforts in term of Public Relations and Community Management strategies as well as the limits and obstacles I could have met during this internship.

PART 1: COMMUNICATION AND PUBLIC RELATIONS RELATED CONCEPTS AND THEORIES

CHAPTER 1 – DEFINITION OF THE MAIN CONCEPTS, MEASUREMENT TOOLS & TECHNICS AND APPLICABLE STRATEGIES

I. CONCEPTS AND DEFINITIONS

Even if *Brand image*, *Brand awareness* and *Brand identity* are widely known concepts by the public, they remain sometimes difficult to seize, define and approach. Many different definitions and typologies have been proposed in the literature by Marketing specialists and it is an ever evolving topic due to its close link with technology. This university report will first focus on definitions in order to frame the concepts, before secondly, spending some times on measurement tools and technics.

A. *Brand image*

When Marketing researchers started to work on defining brand image, a very simple definition has been initially proposed by Mitchell (1982): *“Brand image is everything a consumer can associate to a given brand”*. Later on, it has been reviewed by Keller (1993), with the brand image being defined as *“The perceptions about a brand as reflected by the brand associations held in consumer memory”*. Perceptions and first impressions tend to last in consumers’ mind therefore making brand image a key point in every Marketing and Communication strategy. Furthermore, specialists do not really agreed on a universal definition as many criteria and parameters have to be taken into account.

In addition to this, the recent evolution in consuming and communicating made the concept even harder to define. E-reputation, a new trend to consider, is nowadays taking more space in companies’ strategies. New stakes are emerging such as matters of SEO¹ management and consumers’ comments and experience influence on websites and Social Media platforms.

It is also important to highlight the versatile aspect of brand image which is in constant evolution. This means it is an ongoing process that Marketing has to work on throughout the brand life, by controlling and re-defining its Communication and branding strategy in accordance to its development.

¹ SEO is abbreviation for Search Engine Optimisation

Aaker's (1991) definition of brand image differs from previous ones by adding a new dimension to it: in his definition, the stress is put on the benefits of brand image for customers, rather than for the Company itself. Indeed, brand image tends to create value for the customers which helps them to process the information given. This phenomenon directly enters into the purchase decision process and can play a huge role on customer satisfaction, as shown on the following figure:

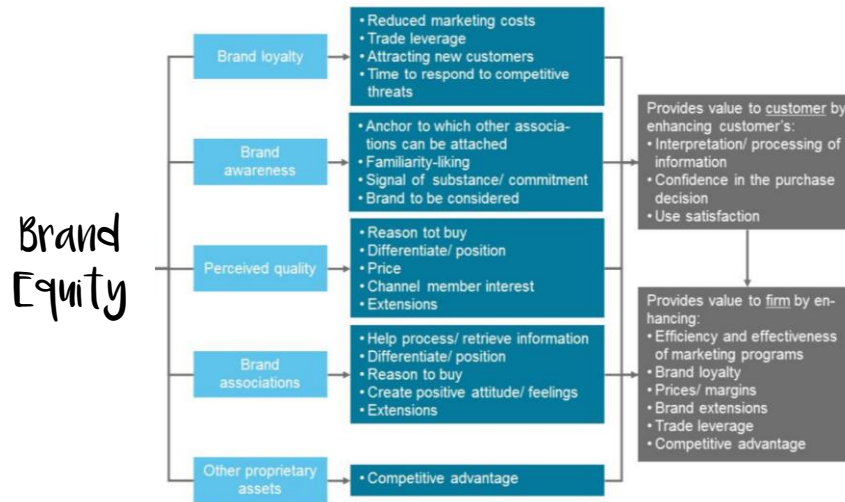


Figure 1 – David Aaker's Brand Equity Model (1991)

According to Korchia (2000) brand image can be categorised in different typologies to better understand the concept. Each typology is independent from the other ones and is unique for each consumer which makes the brand image definition is even more difficult to build. By categorising consumer needs, companies' strengths and weaknesses, market trends and evolution etc... marketers can gradually construct their brand image as the reflect of the reality on the market place.

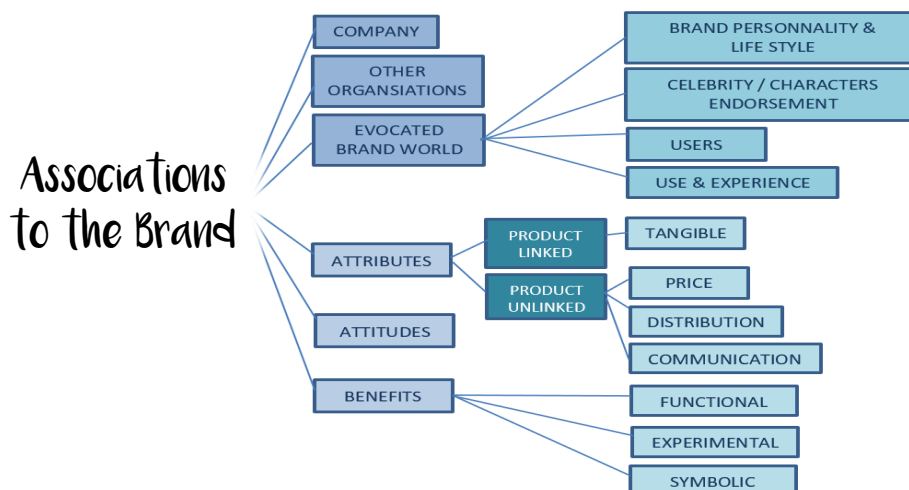


Figure 2 – Korchia's New Typology of Brand image (2000)

We now understand the complexity of brand image definition and its stakes to the Marketing strategy of a Company, especially on a Communication perspective. Brand image can be shaped by the Company during the branding and positioning steps, but the process never really ends as it is interpretable differently by every consumers. That is why brand image is more than often a priority subject in marketers’ strategy reflexion, especially on a Communication and Public Relations perspective.

B. Brand image vs Brand identity

It is also important to highlight the difference between brand image and brand identity. Indeed, the first concept can be simplified as the way of the brand is perceived by consumers, while the second, also known as brands mission statement, is part of the branding strategy as the way the brand wants to be perceived by consumers. Therefore, a gap can appear between those two, which is the scenario companies need to avoid.

Brand identity, according to Kapferer’s Identity Prism model (1995), is constituted of six distinct facets:

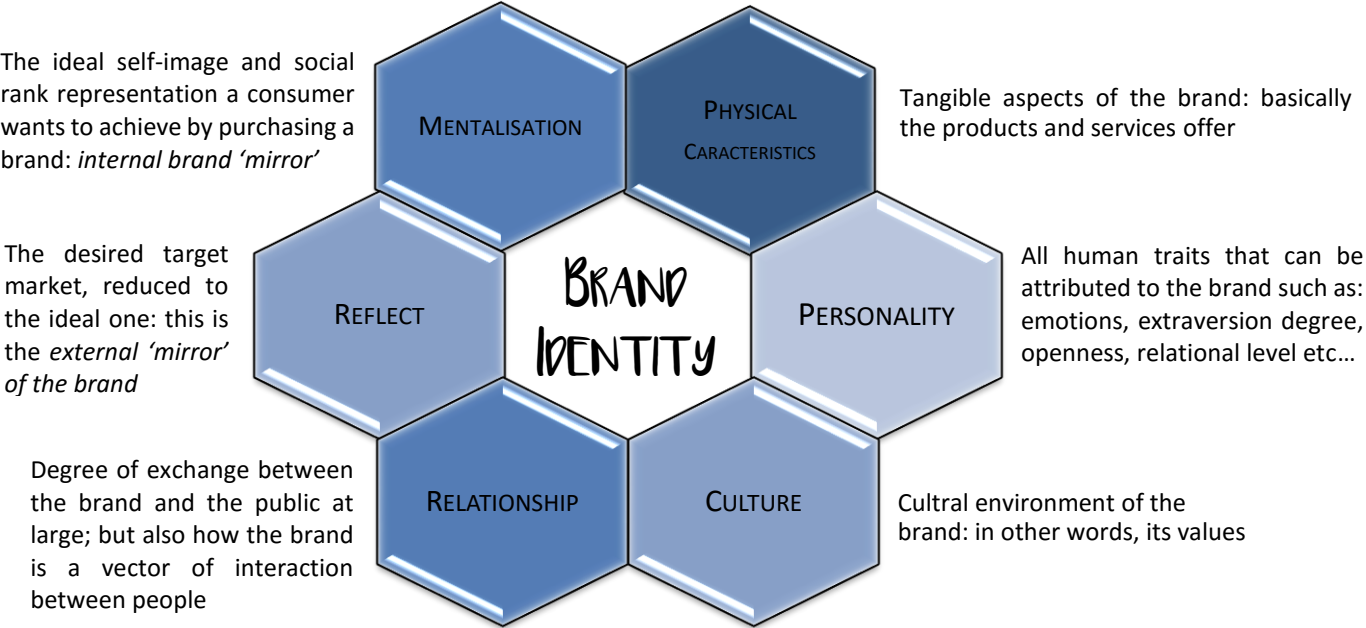


Figure 3 – Kapferer’s Prism of Identity (1995)

Brand identity is part of the brand definition process but also part of the brand history. Every brand is born in a context and keeps evolving and transforming as it grows to reach a bigger audience. The core brand identity and the values it stands for are sustainable over time and does not alter much. Bodyshop for example has capitalised on sustainability, natural ingredients and animal welfare. It has evolved and grown, its packaging and looks have altered but it still stands today for the same values it did at its birth. Therefore, understanding the brand identity is key to answer the strategic guiding question

of how to enhance and valorise a brand? as well as how to capitalise on a brand by developing brand extensions?

In their study about a French textile Company DIM, Darpy and Gomy (1999) wanted to demonstrate brand identity building and diffusion through Communication and Promotion. Using, the Identity Prism model, they discovered how useful this model can be to the brand building strategy. They also brought forward that brand identity establishment is not only important but mandatory to remain consistent for future strategic decisions in Communication.

To sum up the main differences between those two concepts, Marketing specialists from MSG² recently proposed the following scheme:

	Brand identity	Brand image
1	Brand identity develops from the source or the company.	Brand image is perceived by the receiver or the consumer.
2	Brand message is tied together in terms of brand identity.	Brand message is untied by the consumer in the form of brand image.
3	The general meaning of brand identity is "who you really are?"	The general meaning of brand image is "How market perceives you?"
4	It's nature is that it is substance oriented or strategic.	It's nature is that it is appearance oriented or tactical.
5	Brand identity symbolizes firms' reality.	Brand image symbolizes perception of consumers
6	Brand identity represents "your desire".	Brand image represents "others view"
7	It is enduring.	It is superficial.
8	Identity is looking ahead.	Image is looking back.
9	Identity is active.	Image is passive.
10	It signifies "where you want to be".	It signifies "what you have got".
11	It is total promise that a company makes to consumers.	It is total consumers' perception about the brand.

Figure 4 – MSG's summary chart *Brand identity vs Brand image* (2016)

C. Notoriety

Another very important concept in Marketing and Communication strategy building is notoriety. Just as brand image, notoriety has been studied and described by many Marketing specialists under various theories.

Directly linked to brand image and brand identity, notoriety is the result of an efficient branding and Communication strategy. But, as highlighted by Michel (2010), *"If a Company can't create a strong brand on strategic market places, all its efforts in terms of promotion, advertisement and public relations are doomed to failure, or at least seriously compromised"*.

² Management Study Guide online courses

Also known as brand awareness, this is the level of recognition of a brand by consumers: in other words, this is the probability a consumer can spontaneously associate a product, a service, a logo, a slogan and so on... with the corresponding brand. Apple, BMW or Nike are known as very relevant illustration of this concept.

Specialists categorised brand awareness in two different definitions in order to point some nuances: First one is **Aided Awareness**: this is the degree of notoriety of a brand related to its product category. When the category is evocated, the consumer's mind will instantly answer with a brand name. As an example if a consumer is given the product category "Perfumes", a typical answer will be "Dior, J'Adore" or "Chanel n°5". This answer is often guided by personal choices in the category and by the advertisement related to the brand or powerful a slogan. It can also be defined as the potential of a brand to be recognised from a list of various brands. To summarise, this is the level of assisted notoriety of a brand by interviewed consumers.

Second type of notoriety is **Top of Mind Awareness**: it corresponds to brands names which are automatically mentioned by consumers when they are asked to give a list of random brands, no cue as product category, logo or slogan needed. Top of mind awareness is the goal of any Company, however, this is very difficult to exactly measure because of the relation with the interviewee's personality, tastes, past experiences, culture and background etc... As an example, a consumer can think of *Apple*, *Facebook* and *Samsung* because he/she has a particular taste for high technology rather than another one may think of *Kellogg's*, *Nestlé* and *Nutella* because he/she often goes to the supermarket.

II. MEASUREMENT TOOLS AND TECHNIQUES

We now have an overview of the relating theories and concepts, so we can focus on the measurement tools and technics available to marketers and Communication professionals. These tools are particularly important to measure the impact of Communication and Advertisement campaigns or any targeted Marketing actions. It is very useful in order to avoid mistakes for the future and to maximise the efficiency of undertaken strategies.

A. How to measure the power of a brand image?

Thanks to the evolution in Communication and information sharing, brands have new opportunities to spread their image and promote their products. In the other hand, it is getting more and more difficult for them to keep control of it.

Nowadays, consumers are a lot more sensitive to external sources' opinion as well as other consumers' comments and influencers' recommendations. This phenomenon plays an important role on brand image: *Neilsen Institute* found out that 77% of consumers are very sensitive to their friends or family opinion when it comes to purchase decision making.

In order to evaluate its image, a brand can order or realise itself a study at a given time: this can be individual interviews or focus groups based, as well as survey for a large scale investigation.

By measuring competitors' brand image, key information can be found, strengths and weakness can be identified and compared with competitors. It is also a good way to undertake consistent actions and decisions to limit threats and maximise every potential opportunities. Therefore having a relevant and up to date SWOT³ analysis is paramount in keeping the relevance of the brand.

One of the best and easiest way to measure its brand image is to follow it up online: social media and free-expression websites (known as blogs and forums) are the best sources of information. A recent study by the Communication, Marketing and PR agency *Ogilvy* has demonstrated that Social Media are the easiest way to get information about brand image and to really impact it. Monitoring the numbers of followers, likes, retweeted posts etc...are major tools to seize the brand evolution as we will see later in this report.

B. How to measure brand awareness / notoriety:

Many marketers associate the memory or recall of a brand or a product to the consumer's purchase decision. Accordingly, the more a brand is known and remembered, the most it is likely to be added to the shopper's basket. This statement makes notoriety a strategic point to master and to monitor, in order to target the right audience.

An efficient way to measure brand awareness is to conduct quantitative and/or qualitative studies of brand recognition and brand lasting memory:

Firstly, **Brand Recognition** is the answer the following guiding question: "Is the consumer able to identify a brand easily when some specific questions about it are asked to him?" As an example, if a consumer is asked "Which nail polish brand has a bow tie on its packaging?" and his/her answer is *Ciaté*, we are in the case of brand recognition.

³ SWOT corresponds to a Marketing analysis matrix enunciating Strengths and Weakness of a brand or a Company and Opportunities and Threats within its market. It gives an overview of the current situation when it comes to undertake appropriate strategic decisions.

Secondly, **Brand Recall** corresponds to the potential of a consumer to remember a brand or an ad when the interviewer gives him/her the corresponding products category. As an example, if you ask an interviewee which brand is “*Because you are worth it*”, the natural answer would be L’OREAL.

Septembre 1992	%	Novembre 1995	%	Avril 1998	%	Septembre 2001	%	Mars 2005	%
Renault	23.3%	Renault	18.5%	Renault	19.1%	Renault	18.3%	Renault	16.0%
Peugeot	13.2%	Philips	15.8%	Danone	10.6%	Nike	13.3%	Nike	13.1%
Adidas	10.7%	Peugeot	13.7%	Peugeot	10.0%	Adidas	13.1%	Peugeot	12.4%
Citroën	7.1%	Ariel	12.2%	Philips	8.5%	Peugeot	12.7%	Adidas	11.1%
Nike	6.6%	Citroën	7.9%	Citroën	8.3%	Danone	10.3%	Danone	10.5%
Philips	5.0%	Danone	7.4%	Adidas	8.3%	Philips	9.8%	Philips	9.0%
Coca-Cola	4.9%	Panzani	6.7%	Nike	7.6%	Moulinex	8.2%	Sony	7.6%
Perrier	4.4%	Brandt	6.6%	Ariel	7.4%	Sony	7.4%	Thomson	6.9%
Brandt	3.8%	Thomson	6.3%	Sony	5.9%	Ariel	7.3%	Ariel	6.9%
Danone	3.8%	Lustucru	5.9%	Nestlé	5.8%	Citroën	6.3%	Citroën	6.7%
Lacoste	3.7%	Sony	5.9%	Coca-Cola	5.4%	Thomson	6.0%	Nestlé	4.9%
Thomson	3.6%	Nestlé	5.6%	Thomson	5.2%	Brandt	5.6%	Coca-Cola	4.6%
Chevignon	3.4%	Adidas	5.1%	Panzani	3.3%	Nestlé	4.3%	Reebok	3.4%
Naf Naf	3.0%	Lesieur	4.1%	Brandt	3.3%	Reebok	4.2%	Carrefour	3.3%
Elf	2.8%	Coca-Cola	3.8%	Lesieur	3.1%	Panzani	3.6%	Panzani	2.6%
Benetton	2.7%	Levis	3.4%	Skip	2.8%	Coca-Cola	3.1%	Brandt	2.5%
Nestlé	2.7%	Nike	3.4%	Yoplait	2.7%	Lacoste	3.0%	Skip	2.5%
Reebok	2.6%	Yoplait	3.3%	Lustucru	2.6%	Mercedes	2.7%	L’Oréal	2.2%
Sony	2.5%	Buitoni	3.2%	Volkswagen	2.5%	Carrefour	2.5%	Levis	2.2%
Ford	2.1%	Skip	3.1%	Reebok	2.3%	Levis	2.2%	Mr Propre	2.1%
IBM	2.1%	Omo	3.0%	Evian	2.1%	Omo	2.1%	Lessieur	2.0%
Panzani	2.1%	Reebok	2.6%	Ford	2.1%	Skip	2.0%	Lu	2.0%
Kodak	2.0%	Mr Propre	2.5%	Pampers	1.9%	Lustucru	2.0%	Volkswagen	1.9%
Levis	2.0%	Moulinex	2.5%	Levis	1.9%	Arthur Martin	1.9%	Evian	1.9%
Alcatel	1.9%	Pampers	2.5%	Omo	1.8%	Yoplait	1.7%	Auchan	1.8%
Ariel	1.9%	Mir	2.4%	Bonux	1.8%	L’Oréal	1.8%	Ford	1.7%
Moulinex	1.8%	Radiola	2.3%	Vedette	1.6%	IMB	1.6%	Lustucru	1.7%
Omo	1.7%	Vedette	2.3%	Miele	1.5%	Vedette	1.6%	Lacoste	1.6%

Marketing studies institute TNS-SOFRES publishes yearly a chart with the top of mind brands classification, in all products categories. This is an official tool brands can rely on (especially big groups) to measure their notoriety evolution over time. TNS-SOFRES is one of the biggest French institutes and possess a great international credibility.

Figure 5 – TNS-SOFRES’ Top brands notoriety classification on 5 periods (2005)

C. A recent key point to measure: e-Reputation

Social Media follow-up, also called Sourcing, allows a brand to keep an eye on its online reputation. Marketers (especially e-marketers or digital Marketing directors) follow their online reputation, image and notoriety on a daily basis, by chasing and tracking every contents mentioning their name, their products, their customer’s experience and even their competitors, in order to undertake relevant strategies. According to Normier (2012), e-reputation is useful for marketers in order to answer five strategic questions which are key points for building a strong and efficient online strategy:

- “Who are the people we talk about online?” *brands, products, mass, influencers..*
- “Which topics are people talking about online?” *topics, news, trends..*
- “Where are people talking online?” *Social Media, blogs, websites, forums...*
- “Who are the people talking?” *consumers, journalists, professionals, influencers, bloggers...*
- “What are their opinions, recommendations and comments?”

Some indicators now exist to accurately measure brand notoriety and brand image online. For instance, the **Mentions Rate** gives a quantified idea of how many times a brand has been mentioned online whilst **Reach Rate** offers a great idea of the potential of people exposed to online content.

Many websites and applications allow this kind of measurement: *Facebook* has his own analytics programs called *Facebook Insight* and *Facebook Advertisement Manager*.

See Appendix n°1 for an extract of an example of *United Beauty ad analytics on Advertisement Manager*

Another good example is *Instagram*. This massive Social Media platform we will analyse later in this report, also owns very smart analytics tools such as *Follower+*. This app⁴ offers free statistics giving an overview of your current *Instagram* account situation such as “likes per photo”, “fame value”, “acclaim value” etc... This is a very good tool to control online evolution and to measure notoriety on SM⁵.

Analysing online conversations on forums, blogs or Social Media platforms, allows the Company to identify what is appreciated and what is considered an issue by the consumers. Negative online comments can badly affect brand image, even if the quality of the product or the service have not changed. Online information sharing often has a “snow ball effect” which can be fatal to the brand image, just like recent example of Volkswagen who had to undertake a crisis Communication strategy to stop the bleeding of bad comments and negative reputation spread on Social Media and online articles.

On a global perspective, it is mandatory to trace online traffic on the Company’s website. It is a great source of information to evaluate the impact of a Communication or promotional campaign on actual “clicks” on the website. One of the most famous tool is *Google Analytics*:

United Beauty Retail Website Analytics



Figure 6 – UNITED BEAUTY Products’ Figures for May 2016 by Google Analytics (2016)

Google Analytics enables a Company to get an overview on the brand notoriety through search engine study. The principle is the following: *Google* collects and analyses the different paths the customers are taking to land on a website before classifying them into 5 categories of search from “Organic search” (the user directly enters the name of the website) to “Referral search” (the user has been driven to the website from a previous sponsored or affiliated website he/she was surfing on).

⁴ Smartphone application downloadable on *Apple* or *Android* platforms

⁵ Social Media

By measuring its e-reputation, a Company also saves a lot of time and money over traditional field surveys and obtains results on a real-time basis on a larger volume of observations. Furthermore, in opposition to a classic quantitative or qualitative study, the Company has no control over the population observed which means bias can exist in the results obtained.

III. HOW TO BUILD A STRONG BRAND IMAGE AND NOTORIETY AND/OR IMPROVE IT?

We now understand the importance of a strong branding and Communication strategy through the concepts of brand image and brand notoriety. To exist, a brand has to be visible and everything starts with making it strong and consistent with the brand mission statement. Marketers and Communication professionals have various levers to push brand awareness and become easily identifiable by the public at large.

Currently, one of the top workhorse of worldwide companies is online trends follow-up and presence on new media. Experts unanimously agree on the importance of following trends, especially on a digital perspective. We previously understood that information is faster broadcast on the Internet, especially through Social Media. Nowadays it is paramount to have a strong online strategy, consistent with the current brand image and identity in order to reinforce and enhance brand awareness.

Mainly built around a Social Media strategy, my missions during these four months internship at *United Beauty Products* made me understand and appreciate what is the stake of “being on trend”. Throughout this report, we will discover how I had the opportunity to use new Media to implement an efficient brand image and notoriety strategy. The different platforms I have been using as well as the strategy I undertook on each of them will be developed later in this report in relation with academic theories we envisioned earlier. In addition to online and social based platforms, it exists various tools a Company can use in order to build a strong image and enhance its notoriety. This following part of my report proposes a non-exhaustive list of useful tools to implement.

A. *Using internal Communication tools*

Internal culture and Communication are the first place to communicate the brand image externally. Convinced people are convincing, enthusiasm is contagious. If the brand values are shared and abided at all level of a company, each member is likely to reflect those values through his work, relaying the company message at all levels.

One of the most famous Company in the World, *Google*, perfectly understood that its collaborators are a gainful way of maintaining brand image: the Company allows its employees to spend 20% of their worktime on personal project in order to enhance their satisfaction at the workplace. This internal policy has two main benefits in one. Firstly, employees' satisfaction tends to increase which, as proven by many studies, enhance their involvement and therefore their loyalty, commitment and productivity. Secondly, related to their work, these personal projects can be useful to the Company by generating new ideas and prospects.

This type of internal process goes together with a systematic training policy in order to maintain a high level of knowledge within the Company and a constant commitment and motivation.

Another famous tool in internal Communication is the intranet. Sometimes seen as useless by employees or inappropriate to their needs, an adapted and interactive intranet can be a very strategic tool for a Company to enhance collaboration and cohesion between its people. This also is a great opportunity to maintain a high level of information stream between employees and management. By presenting new products/projects to employees, involving them in the strategies, improving their well-being in the workplace etc... top management tends to gain its collaborators' support and confidence as well as encouraging new ideas and constructive behaviour.

B. Making the Communication strategy consistent

Brand awareness can also be increased or reinforced by a powerful and consistent logo or slogan. This is particularly noticeable in the case of sponsorship when it comes to maximising the visibility of the brand with the omnipresence of brand symbols. In addition, the more the brand is relevant to the sponsored event, the further it will positively impact the brand image and notoriety. In a perfect situation, the sponsor brand would be 100% associated with the sponsored event. This is often the case with sports: *Lacoste* for *Rolland Garros* tennis competition, *Adidas* sponsoring soccer World cups for years or *Redbull* supporting extreme sports contests.

If we focus on Beauty industry, we also find various examples such as *Avon USA* which became number one cosmetics sponsor for Olympic Games in 1996, *MAKEUP FOREVER* who is sponsoring the *Makeup Show 2016* in New York City (USA), *Benefit Cosmetic* as the main sponsor of *The Beauty Social* two-days event in Santa Monica (USA) etc... On a smaller scale, *United Beauty Products* is sponsoring *The Blogger Hangout* social and public relations events in London (UK), in order to get visibility and being known by local influencers.⁶

⁶ According to French online Marketing encyclopaedia *Définitions Marketing*, an influencer is a person who is able to influence consumers' behaviours thanks to his/her status or Media exposure.

Whatever a brand decides to endorse or to communicate about, it always has to be consistent and relevant with its image and identity. As seen earlier, brand associations are a very efficient way for consumers to recognise and remember a brand. The more a Company stays consistent in its Branding, Communication and PR⁷ strategies, the most it is likely to impact consumers. Repetition is key in hammering the message in the consumers' minds. This is particularly true for digital and social Communication strategies which convey brand image and identity to the masses.

We now have an overview of the state of art of brand image, brand identity and brand awareness literature, with an evolution of definitions and efficient current measurement tools and technics. This will help us to apprehend following parts of this report which are more practical and directly related to the missions I was in charge of during my stay at UBP⁸. The crucial point to remember from this first theoretical chapter is that keeping the brand identity at the centre of the Marketing and Communication strategies is key to succeed in building a lasting brand. In order to maximise the potential of a brand, marketers and Communication department managers should spend time and resources on efficiently studying those strategic points, on a regular basis, before undertaking any important decision. Indeed, to survive in very competitive environments, companies have to build and maintain strong brands which are representing their names to the market. Another key point specialists highlighted is to always remember that brand image and notoriety are not forever anchored in consumers' mind: this is an ongoing process not to be unheeded by marketers, but continuously re-thought, improved and adapted to the consumption trends.

⁷ PR is the abbreviation for Public Relations

⁸ *United Beauty Products Company*

PART 2: COMMUNICATION AND PUBLIC RELATIONS RELATED ACTIONS WITH UNITED BEAUTY

CHAPTER 2 – PUBLIC RELATIONS: WORKING WITH BLOGGERS AND USING SOCIAL MEDIA AS EFFICIENT COMMUNICATION VECTORS

Communication, one of the four “P’s” of Marketing, recently took a completely new dimension with the development of PR and community management. These new professions are nowadays highly sought after by recruiters who understood the stake of getting smart on social media. New contents, new messages, new tools, new needs, new consumption patterns etc... brands have to adapt and to be able to instantly react to the market. The window to the world has just gone a lot larger.

A perfect example of industry where being social became mandatory is Fashion and Beauty. Competition is huge on the market and consumers are in constant demand for innovation, high quality at the best possible price. According to *Fashion and Beauty Monitor*, the global Health and Beauty industry should raise to 675 billion USD by 2020, which makes it one of the juiciest and fastest growing market despite the worldwide crisis.

New media and modern Communication tools allow all sizes companies to connect directly with consumers. The other side of the medal is the competition increase with brands actively playing on the same media platforms. Fashion and Beauty PR and Communication specialists state that the industry requires new ideas and high level of creativity to get consumers’ attention and to adapt to constant demand movements.

This second chapter will allow us to have a clearer vision of public relations and its stake for a Company in a very competitive environment. We will afterwards discover the role of influencers, especially bloggers who are instrumental in the purchase decision process within the cosmetics products category and understand why they are a good target to collaborate with to get visibility and credibility among final consumers.

I. PUBLIC RELATIONS: HOW TO CONVINCe CONSUMERS THROUGH INFLUENCER?



“ People don't wake up thinking about a brand; you have to go where they are and insert your brand into conversations in a natural and not-intusive way.”

Aliza Licht, Fashion & Beauty Blogger and Head of Communication and PR at DKNY

Because in Great Britain «*the average woman goes to the beauty salon at least a month*» according to *The Daily Mail*, the professional beauty market is huge. Having a strong recognized professional brand gives a certain notoriety and credibility which can be used as a building block when entering the retail market. This is a great opportunity for *United Beauty* as an example, to use and leverage on the professional brand heritage quality to legitimise its retail brands under the same Company name. In the same online article, *The Daily Mail* journalist Ruth Styles argues that 86% of British women would not attend a job interview without having had their nails done: real/fake, polish/gel, short/long, square/oval, nude/fluo etc...Nails have become a platform for self-expression as well as social status statement. Encouraged by an enormous offer and constant product innovations, women wear their moods on their nails. Nail products brands used to get endorsement from singers, actresses or models paid to wear their products on social outings as well as speaking about them in the Media. Many celebrities have become the face of a brand, associating their image to it. Widely known in skincare and fragrances, this trend has spread to colour cosmetics and accessories. Nowadays, brands are also collaborating with bloggers, youtubers⁹, instagramers¹⁰ and journalists to reach consumers. This is the newest way to communicate and it expand the definition of Public Relations.

As *United Beauty* is a small Company, with relatively small resources, it is compulsory to find cheap Communication tools to be strategically visible. Because PR is based on direct Communication between a brand and its target market, most of the tools are less expensive than traditional advertising such as printed, TV or radio advertisements. However, Community Management is far from being the only Communication mode in PR as we will see in the following chapters of this report.

⁹ Influencers possessing a highly followed Influencers possessing a highly followed *Youtube* channel

¹⁰ Influencers massively present on Instagram Social Media platform

A. What are “Public Relations” ?

According to *London Chartered Institute of Public Relations*, here is the definition of PR: *“Public Relations is about reputation - the result of what you do, what you say and what others say about you. Public Relations is the discipline which looks after reputation, with the aim of earning understanding and support and influencing opinion and behaviour. It is the planned and sustained effort to establish and maintain goodwill and mutual understanding between an organisation and its publics.”* (CIPR, 2015).

Because Public Relations is a recently born area, authors are still adding content to suggested definitions which are forever evolving. However, we clearly understand that this field is linked to the Communication strategy of a Company and plays a crucial role in the brand image and reputation. Public Relations also are a key factor in notoriety and visibility enhancement. By contacting various interlocutors, using many tools, constantly adapting to new trends and organising events, PR professionals have to be polyvalent and aware of novelties in many fields.

Public Relations relate to any sector, from Health to Automobile industries, Food or Industrial markets. Fashion, Beauty and Cosmetics are particularly fitting PR practises because the competition is significant and consumers need testimonials and advices from other users to purchase a brand rather than another one. Beauty is personal, but it is also a collective reality which is encased in the wider Fashion Industry in which communities of styles define individualism. Since those products are appearance-linked, the Communication needs to be very visual, instant and graphic. Finally, we will discover later on that Fashion, Beauty and Cosmetics products are the main topics of most of the currently online blogs. Blogs are new online forums where consumers are looking for tips, advices, testimonials, opinions and proofs.

Public Relations can be managed several ways (all of those being complementary): firstly, by an agency whose clients are companies seeking for innovative Communication solution and want to externalise this function to benefit from expert advices. Secondly, as free-lance where people are individually working on particular projects for companies as consultants. Thirdly, in-house by an employee (or several) of a Company most of the time within Marketing and Communication department. With UBP, we are in the third case scenario. I did my internship within the Marketing Department in house, where I was in charge of Public Relations and New Products launch Communication for Europe.

B. Why practising PR at United Beauty?

As previously said, *United Beauty* is a very small Company with limited resources. In that sense the Company doesn't have the budget to afford traditional Media advertising like TV ads, displays and billboards or ads in newspapers. In economic worries, the Company tries to maximise its Communication in collaboration with distributors, but also through Social Media (*Facebook, Twitter, Instagram* and *Pinterest*) and recently, SEO with paid search to push its websites visibility.

Because blogging and events planning are very popular practises in UK, especially for Fashion and Beauty industry, UBP Communication strategy is essentially based on community management, PR targeting influential bloggers and direct Marketing to bloggers & PR agencies. These practises allow the Company to reach a large public with small resources and getting visibility among international consumers.

PR are also a good way to anchor the relationship with consumers, distributors, journalists and influencers in time. Based on emailing and events, PR at UBP enable the Company to get directly in touch with influential people such as bloggers and create long term relationship with them. We will develop later in this report why bloggers are so important in the consumers conviction-process.

Again regarding investments, PR requires sometimes a bit of expenses, but at the end of the day, ROI¹¹ is worth it. Subscribing to big Beauty and Cosmetics journalists and bloggers data bases such as *Fashion Insight* can appear as expensive on a first look, but this is a gold mine for contacts with daily updates and events suggestions. In the same vein, events can seem huge spending; but the impact on visibility notoriety and brand awareness is massive and creates incredible word-of-mouth on social media and blogs.

Finally, the profit of PR can also be very interesting when it comes to journalists because they are seen as credible by the readers. By contacting journalists, sending some samples to them or even going to their office for product demonstrations, the Company tends to maximise its chances to be appreciated and have them writing about it. This is a cheaper advertisement than a normal printed ad and this is much more credible and considered by publics. Because newspapers and magazines can be easily shared and re-read, it becomes an attractive target to consider in a PR strategy.

¹¹ ROI stands for Returns On Investment

I. COMMUNITY MANAGEMENT: SHORT IS THE NEW CHIC

This following part of my report is made to demonstrate the weight of instant Communication and short publications power in Social Media. By introducing the different SM¹² tools I have been using during my internship we will discover the importance of contents to make it impacting and reachable. In June 2016, there is more than 3.4 billion internet users according to *We Are Social* organisation and more than 2.5 billion of them are active social media users (whose are 2.26 billion using SM through their smartphones). The annual growth of Social Media users was about 10% since January 2015, which means more than 200 million additional users within twelve months. These figures are clearly showing the stake of a strong online presence especially through an efficient community management strategy.

A. *The shorter, the better!*

Nowadays, information is everywhere and consumers tend to be fed up with massive amount of personal information and advertisement data. Brands have to be impacting at first glance and information given as to be consistent and smart enough to be memorable.

The trend is to favour short posts and visual contents such as images, short videos or GIFs¹³. The reason for it is that people are spending an increasing time on Social Media and tend to scroll super quickly from a post to another. The shorter the message is, the most it is likely to be read then liked, reposted or shared. The advantage of visual content is its attraction for the eye that is why tools such are *Instagram* and *Pinterest* (only based on pictures sharing) are good to add to the traditional use of *Facebook* (about 15 billion worldwide users in 2015) and *Twitter* (around 300 new accounts created every minutes since 2014).

See Appendix n°2 for posts and contents published on Social Media platforms during my stay.

B. *Different tools, different targets, different goals*

Even if all Social Media aim to connect users and to share contents, each one has a particular target, content possibilities, policies and sometime a specific language or tone. This makes each tool unique and having a different impact on the brand image and notoriety. The biggest one is *Facebook* with its 1.09 billion active users every day in 2016 (A. Fredouelle). Even if the time spent on the platform decreases in most countries compared to 2015, it stays the world leader and became one of the most used advertisement online platform.

¹² SM is the abbreviation for Social Media

¹³ GIFs are 1 to 3 seconds animation pictures very popular on Social Media

Facebook: Time Spent in App
Q1 2015 vs Q1 2016

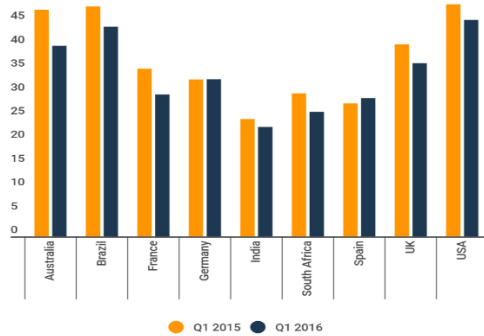


Figure 7 – Pavel TUCHINSKY’s Facebook: Days Spent in App Evolution between 2015 and 2016 (2016)

Before I joined *United Beauty*, this media was mainly used for promotional posts such as ads, discount offers and online coupons. Because there are two accounts, one for professional and another for retail market, I thought it was interesting to target thinner and to post funnier and accessible content in order to appear more reachable to the users. The idea was to link it as much as possible to another huge platform: *Twitter* and its 320 million users in 2016 according to *Le Monde.fr*.

Twitter is very popular especially among UK and North America. Principle is to post very small contents (limited by 140 characters) with or without illustration named “Tweets” using the hashtag language. In opposition to *Facebook* where one post a day is strategically enough (because they can be longer), *Twitter* requires very regular updates, ideally hourly. Another difference from *Facebook* is that the content can be anything even it is not directly related to the brand. As an example, I could “tweet” about a singer birthday or Father’s day, as long as the linked hashtag was popular enough to give me visibility. *Twitter* was also helpful to me for the organisation of contests which are also very popular on Social Media. The idea is to make people like or retweet a post, pick one of them randomly and send her/him a reward such as a product sample or a discount on our retail website.

See Appendix n°3 for an example of highly liked and retweeted contest post from June 2016

The third main Social Media platform I was using on a daily basis was *Instagram*. Based on an images sharing type of publications, last statistics updates declare 400 million monthly active users, 75+ million daily who represent around 30% of the global internet users (C. SMITH). By using #hashtags for the captions, users can link their publications to their *Facebook* and *Twitter* accounts.

When I arrived in UBP, *Instagram* account was counting 207 followers and 152 publications, with an average likes per photos of 17,7. In order to get followers and likes, I decided to post on a daily basis a mix of photos and short videos (mostly realised with the app *Boomerang*). Most of the publications where products presentations, reposts from customers or bloggers reviews, inspiring quotes... From all the SM platforms I was using, *Instagram* was the one I get the most visible results in:

Instagram Review 10/06/2016*

- ✓ +1.1 POINTS COMMENTS PER PUBLICATION
- ✓ +164 POINTS TOTAL LIKES
- ✓ 3,150 TOTAL LIKES
- ✓ +64 FOLLOWERS
- ✓ 21,9 LIKES PER PHOTO / 21 PER VIDEO



*Stats obtained with *Followers+* app

Another very popular tool I have been using during my stay is *Snapchat*. This recent social media tool (existing since 2014) counts today more than 100 million users essentially based in North America and Western Europe and knows the highest increase in subscriptions (P. TUCHINSKY).

In addition, more than 70% (T. COËFFE) are under 25 years old which is a highly profitable target as it is considered as the most responsive to advertisement and influencers; plus, the most likely to broadcast a massive word of mouth among pairs.

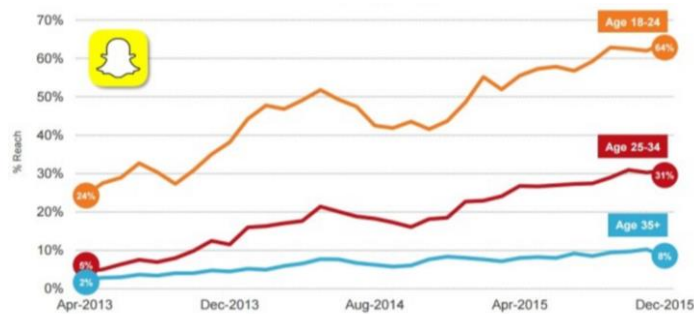


Figure 8 – Mobile Metrix’s Snapchat Smartphone App Penetration by Age (2016)

In order to reach this massive target, I launched *United_Beauty* account on the 2nd of May 2016. Being efficient *Snapchat* requires daily posts: about 1 to 10 a day to get an impacting “Story”.¹⁴

Within approximately two months, the account gained +100 followers including very influential international bloggers such as *@REALHUDABEAUTY* (14k followers), *@ALEXCLOSET* (136k followers) or *@Deedeeparis* (60k followers). The idea of publishing pictures on Snapchat is to give a sort of “backstage” view to followers. It is another way to get closer to consumers by showing the brand daily life, but also presenting products, team, news etc... on an accessible way to create a real community.

II. THE POWER OF BLOGGERS IN BEAUTY & COSMETICS INDUSTRY

A powerful audience of Social Media are bloggers. From *Enjoy Phoenix* in France, to *Fashion Mumblr* in UK and *Lufy* in Belgium, these influencers recently became the number one target for the Marketing. Particularly targeted, Fashion and Beauty bloggers have nowadays an increasing role into women’s purchase decision.

Because Beauty is an inspirational industry, bloggers are the models of a new generation, with a high likability and an incredible credibility among young women. Massively appearing around 2010, they are now hundreds of all ages, having their own community of fans sometimes up to millions.

¹⁴ *Snapchat* stories are the summary of daily published photos which are updated everyday

Even if they are all 'blogging', they are all different in term of style, tone, tastes, publications... In that sense, their public is varying which offers to brands a natural segmentation and a clear vision of the current and coming trends.

We will now discover who the bloggers are and how important there are in the environment where *United Beauty* is evolving as well as the reasons why they became trustable brands ambassadors within just a few years.

A. Who are the bloggers ?

According to *ODW* French agency, most of bloggers are between 25 and 35 years old even if we now meet a lot of younger bloggers on the internet, especially on *Youtube*. Contrary to what we tend to think, bloggers population is quite equal in terms of gender since 53% of them are women against 47% of man. Concerning followers, 30% of blogs were followed by 10 000 to 50 000 people in 2013, but we can easily imagine that this percentage has sharply increased just as the number of blogs. Indeed, French digital agency *Acti* declares a total number of blogs up to 200 million worldwide (including about 3 million in France). Among these blogs, approximately 30% are devoted to Beauty. Another interesting figure is the following: 70% of bloggers have another main activity against 12% who are living of their blogs in 2013, which is higher nowadays. The most influential blogs exist since 3 to 5 years for around 41% or even more than 5 years for 32% which means bloggers gain visibility and notoriety with time and hard work.

When bloggers are talking about a brand or a product, their principal motivation tend to be interest for the product and/or brand affinity with the brand, but most of them are often disappointed by the way brands approach them. Indeed, brand are not particularly segmenting the bloggers they are targeting which tends to reduce their chances of charming them with products suiting their tastes.

A key point for a blogger: NEVER CRITICIZE, indeed, negative reviews will be very rarely found on blogs. One of the main reason is conflict of interest: a lot of bloggers are working in Fashion and Beauty industry as journalists, photographers, artistic directors, Communication executives or creations directors like recently, British blogger Lise Eldridge who has been hired by *Lancôme* make-up.

In order to avoid being in a bad position towards brands or readers, some of them decided to embark in a free-lance adventure. Their remuneration comes from paid partnerships or affiliations (with a percentage on the sales). The problem is, the concept of the "impartial good girlfriend" loses some meaning. That is why working with bloggers is always a good thing for brand awareness and notoriety (even sometimes buzz), as long as it stays discrete and sincere.

B. *Blogging as a full-time job*

Originally writing life style articles about what they do, like, buy, hate, listen to, watch... bloggers were improvised journalists, opening their personal diary to an online community of readers. Thanks to their friendly tone and “BFF¹⁵ advises”, they quickly became the stars of the internet and the emblem of the new super-connected generation.

Because bloggers use a writing style which sounds very personal, in opposition with advertisement, they are known for being spontaneous and honest. This makes them nowadays preferred by the young consumers who feel more comfortable than with Press or traditional Marketing technics. These “2.0 egeries” caught marketers’ eye as the weight of their recommendations was increasing.

Since around 2010, most influential bloggers are getting completely part of the Communication and PR strategies of a great number of Cosmetics and Fashion companies. Because the number of readers and subscribers doesn’t stop increasing, partly thanks to Social Medias where the girls are promoting their blogs, some brands decided to closely work with them.

By contacting bloggers, introducing a new product range, inviting them to events or send them samples to test, brands are waiting reviews from these girls, just as a food critic would do. These collaborations can take many forms and the final aim of it is to create brand awareness and interest around a brand. According to *ODW* web and digital agency, 90% of bloggers confess writing an article or a review after a brand solicitation. Sometimes considered like hidden Marketing, bloggers are defending themselves saying they always work with brands they truly believe in and never lie about a product they say they like.

Furthermore, it sometimes happens that companies, especially big groups with high Communication budgets, pay bloggers for a partnership, but most of them are writing about various subjects and brands to keep their authenticity and community trust.

Nowadays, some bloggers are systematically solicited for collaborations: *ODW* agency reports 50% of bloggers are contacted 5 to 10 times a week by companies. Some of them are even emailed 20 to 25 times a week which makes their blogs a real source of finance they can live by. This is the case for the American Michelle Phan (with more than 8 million followers), officially sponsored by *L’OREAL*, or Andy from the *Youtube* channel *Andyraconte* actively working with *Garnier Fructis*.

Constantly receiving products and invitations to events, being a blogger today rhymes with being a super busy official tester. The biggest are sometimes invited to main events such as *Cannes Festival* in France like Belgian Lufy, Californian *Coachella Festival* like Italian Chiara Ferragni and even participate to popular shows like *Enjoy Phoenix* (Marie Lopez) on French *Dance With The Stars*.

¹⁵ BFF stands for “Best Friends Forever”, a very popular abbreviation on Social Media platforms

Again estimated by *ODW* agency, close to 45% of bloggers would like to make their blog their main activity. Because PR are becoming a key position within companies and PR agencies are hatching in every big cities around the world, we can imagine a lot of them will be able to realise their dream in the coming years. Just like Communication and Marketing did, we can also look to the future and guess practises will change and maybe companies will include a specific strategy related to blogs.

Because the phenomenon became enormous, Great-Britain decided to frame contents and publications legally in order to protect consumers through *Advertising Standard Authority (ASA)* just as France already done a few years ago.

We now understand the stake of a collaboration with bloggers in Beauty industry and the importance of maintaining a great relationship management through available PR technics and tools. In this context, one of my main missions at *United Beauty*, was to push bloggers engagement and to create brand awareness in Europe by working with local bloggers.

The next part of my report will focus on the different steps I have been through to reach my objectives with the various constraints that were given to me.

CHAPTER 3 – ONE OF MY MAIN MISSIONS AT UNITED BEAUTY: BRAND AWARENESS ENHANCEMENT ON EUROPEAN MARKETS

Across previous chapters we discovered the stakes of a strong PR strategy to push brand image and to enhance brand awareness by creating notoriety around products. These are the heart of the global Communication strategy but the bonus of PR is to allow a direct contact with interlocutors which tends to create confidence and to anchor the relationship in time.

Now we have a clear vision of how community management enables marketers to get closer to the target market, especially through main influencers, the bloggers, and Social Media. My whole missions at *United Beauty* was about improving or even creating brand awareness in Europe, as well as spreading UBP image in countries where the brand had a weak notoriety. France and Belgium were my main focus and the following chapter is made to exhibit the paths I took to reach my objectives while working under strict constraints especially in terms of budget and time.

I. PR STRATEGY ESTABLISHMENT: EVENT PLANNING UNDER STRICT CONSTRAINTS

Like described in previous chapters, working with bloggers is an efficient way to create brand awareness on a direct-contact basis. Quickly from the very beginning of my internship I decided to work on an events proposition. The idea was simple: bloggers do not know us, so by meeting them, they will be able to put a face on our brand name which tend to significantly increase our likability.

As we saw earlier in this report, bloggers tend to write about products they have interest in and/or affinity with the brand. Because my time and financial resources was limited, I bet on a very friendly and accessible contact style. The aim was to convince bloggers to try, to like and to review one of our main products: *GelTouch*¹⁶. Very popular among UK, this product is still not very well-known in the rest of Europe where girls are used to only nail polish manicures.

Organising events in two European capitals was a good way to introduce the product in a privileged environment and make sure the bloggers properly understand the product concept, to be able to perfectly share it with their followers.

The reason why I chose events as my main PR tool to reach my objectives, is because it is the best way to concretise the relationship I was about to build with bloggers. We will now discover the different steps I have been passing through for the events organisation and the strategic choices I undertook.

A. *Steps to the final proposition*

Because the budget allotted to my missions was restricted, I had to work on reducing costs by doing a maximum of steps internally and negotiating prices as often I was requesting a supplier quotation. Strategically, I was contacting two to five different suppliers for all the service deliveries in order to provide consequent propositions for my manager to validate my work step by step.

But above everything, the most disabling constraint for me was time: by talking with bloggers, I rapidly understood I did not have too many options in terms of possible dates for my events. Because some of them are still students, it was impossible to plan an event before mid-June but in the other hand, after beginning of July people started to leave big cities to go in holidays. My choices were thereby concentrated between two weeks, from the 20th of June to the 4th of July. That is the reason why I decided to concentrate my efforts on two events. The choice of the locations, Brussels and Paris, came from strategic reflexions:

¹⁶ *GelTouch* is an easy peel-off topcoat which transforms any nail polish, from any brand and colour, to a perfect gel effect for around 10 days lasting and no damage to the nails

Firstly, we are currently sold in Belgium in the huge beauty products distributor, *DI. United Beauty* already organised some in-store demonstrations in Brussels in the past, and has very good relationships with PR and Purchases departments at *DI*. In that sense, organising our bloggers event in Brussels could be a good occasion to reinforce partnership with our distributor, and promote our range to a target market very demanding for the product category. Finally, it was a perfect timing to match our bloggers event with the launch of our new *GelTouch Matte topcoat*¹⁷ at *DI*. That is why I also planned two days in-store demonstrations in collaboration with our distributor to introduce the product directly to the store customers.

Secondly, Paris was the perfect destination in France as we recently signed an important contract with *Parashop*. Well-known in the country as a Beauty Care and Cosmetics seller, I also decided to contact their PR department to plan an in-store demonstration for the launch of our range, in addition to our Parisian bloggers event. Furthermore, Paris is known for counting a huge number of very influential bloggers I could easily get in touch with, without language barrier.

Once locations were chosen, I had to select the theme of the events as well as the places. I found that organising a “Tea Time” inspired event was a nice way to play on the British origin of the Company. Moreover, tea tastings are getting very popular especially among life style blogs which was another great opportunity to enjoy visibility by surfing on a popular trend among bloggers population. After about two weeks of online prospection and contact to some tea rooms in both cities, I came out with a few quotations in order to make a proposition with different options to my manager.

See Appendix n°4 for an extract of the final events proposition

After validation from management, I finalised the two tea rooms booking even if I had just started to contact bloggers at this stage. Thereby, I had to anticipate for the booking confirmation even without knowing our exact number of attendees because the blogger contact process would take a longer time as we will going through in the following part. By the way, I was planning to receive 15 to 20 bloggers in each city to maintain a cosy, friendly and personalised event-type, matching with our budget.

B. Events establishing from A to Z

By contacting 60 to 90 bloggers in each country, I was hoping to get the 20 expected replies within a month. The aim was to invite influential bloggers, nail products fans, who often review about cosmetics brands and have a strong presence on Social Media in addition to their blogs or *Youtube* channel in order to maximize the visibility of an eventual article about *GelTouch*.

¹⁷ *GelTouch Matte* is a topcoat giving any nail polish a matte effect, one of the main market trend for this season

My very first task was to create two excel sheets gathering bloggers contacts information. I spent long time on the internet searching for blogs to end up with a consistent bloggers database. To complete this task, I was mainly using blogrolls¹⁸ as well as online articles about influencers.

See Appendix n°5 and n°6 for Belgium and France bloggers data bases

Once both contacts bases reached 50 names, I started to contact them with personalised email, before growing data bases as much as possible. As we previously discovered, bloggers are overgrown by brands proposition. Because of the size of our Company, mostly unknown by the people I was targeting, this first contact was highly important and had to reflect our brand image while motivating them to participate to the event.

This email was using a very friendly tone in adequacy with bloggers' usual writing style, as well as some emojis¹⁹ to make the message more alive and sounding less like pure Marketing. One important thing to remember: Communication with bloggers is not a classic one and differs from Communication with journalists. Bloggers have different expectations in so far as they are consumers before anything else. In that sense it is important to retain that PR with bloggers as to be made on advises and tips basis better than promotional and strictly formal.

In order to increase bloggers' interest in *GelTouch* range, I offered in my email to send them a *Mini Starter Kit* as a sample for them to try. Bloggers are very sensitive to rewards and tests and I discovered they are often happy to try a product in order to write an experience-based review on their blogs.

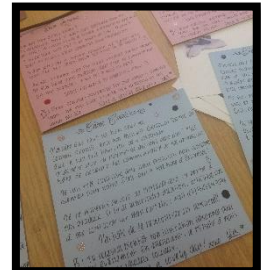
In order to properly introduce the product without having too much content in the email template, I attached an official press release containing all the technical and pricing information about the proposed sample. *See Appendix n°7 for the first contact with bloggers email template and Appendix n°8 for GelTouch Mini Starter Kit Press release*

Rapidly after my first emails sent out, I started receiving replies from interested bloggers. Most of them were excited about receiving the product to test it and were ready to write a review on both their blog and Social Media accounts if tests were conclusive. I quickly found 20 participants for the tea time event in Brussels but it took me a longer time for Paris. The main reason is that Parisian bloggers I contacted tend to be bigger than Belgian ones and probably busier. Furthermore, Brussels event will take place on a Wednesday afternoon whereas Paris tea time was planned on a Tuesday which can be less convenient for those who are working. The reason why day was different from one city to the other is because *Parashop* have imposed the date on our in-store demonstration on Wednesday 29th.

¹⁸ Blogrolls are a list of other blogs a blogger is following and recommends to her own community

¹⁹ Emoji is a smileys and images based language mainly used online especially on Social Media

In order to keep a very friendly approach and maximize affinity toward our brand, I decided to make their sample package very cute and hand-made, and above all personalised. Each decorated packet included, wrapped in *United Beauty* colour silk paper, a *GelTouch Mini Starter Kit* sprinkled with glitters, some sweets in a nominative ballot and a hand-written letter addressed to each of them:



While waiting for their returns about package reception and test reviews, I started working on the invitations cards for the events. Because I do not master graphic softwares, I made them on *Word 2013* which took me a long time but allowed me to do it myself.

See Appendix n°9 for an example of sent out bloggers invitation to our tea time event

All the invitations has been sent two weeks before the events date to the bloggers who shown me their interest in participating. To the current day (13th of June 2016), 20 invitations have been sent in Belgium and 18 in France.

In order to put the stress on sympathy and honesty image of our brand, I also prepared a gifting bag for each guest, including a bottle of *Matte Topcoat* (latest product from *GelTouch* range), samples from other ranges (such as eye lashes, nail polishes, nail art accessories etc...), a personalised thanks letter, some sweets and a traditional British ginger bread.

Again, everything was hand-made which reflects our structure culture and tend to highlight the proximity of our brand identity. Bloggers are particularly attentive to small intentions and sensitive to personalisation especially when I comes to products promotion.

While writing this report, events did not take place yet, but I can definitely start seeing first results of my two months actions of contacting and establishing a lasting relationship with bloggers. For the time being, I already received a few reviews and enjoyed reading couple of articles online which answers my objective of brand awareness and notoriety improvement.

See Appendix n°10 for bloggers reviews on their blogs and n°2 for bloggers reviews on Instagram

We will now analyse what are the measurement tools conceivable to estimate the impact of my actions on brand awareness, image and notoriety which where the top goals of my whole mission at UBP.

II. HOW TO MEASURE RESULTS OF MY DIFFERENT PR PROJECTS

It exists plenty of ways to effectively measure the repercussions of an event on a brand activity. The most efficient one would be to make a complete impact study post-events to identify all the strengths and the weakness on each step of the events planning.

Always under a cost and time constraints, I decided to measure impact of my actions at the different stages of the project while trying to rectify the points which seemed useless or time consuming.

The most important part to analyse is definitely post-event repercussions because they are the final results of the whole PR process. Moreover, it is also interesting to analyse evolutions in terms of brand notoriety and image step by step in order to take the right decisions and adapt the Communication strategy to real needs and trends observed on a real time basis.

A. Beforehand

First of all, I had the opportunity to rapidly note first results to my PR actions especially with the shipment of *GelTouch Mini Starter kits* which conducted to very positive reactions and true interest for our brand. By receiving encouraging emails, observing publications on Social Media as well as conversation around our product, I could observe a progression in online a real brand awareness.

This was also pushed by different Communication campaigns on Social Media platforms, I strategically launched around shipment dates to again, create brand awareness.

See Appendix n°11 for an example of Instagram promotional campaign

By mentioning bloggers directly in publications, being present on a daily basis on Social Media platforms, but also by constantly publishing, comment and like various posts, I made the brand truly existing on online platforms which drastically improved the proximity with its public and accentuated friendly and modern brand identity.

As we previously discovered in this report, I used traditional Social Media measurement tools and mobile apps to control the weight of my posts and try to establish weeks after weeks, what was efficient to post. Community Management is a discipline learnt by practising and I constantly adapted my strategy according to the results observing.

Finally, our Graphic Designer also in charge of website enhancement and SEO, was regularly giving me reports of our website frequentation. By trying to superimpose her curves results with my main online actions, I could see which actually were turned into clicks on the website and actual sales.

B. During the event

By the time events will take place, our main stake will be to rely it on Social Media platforms and try to create a “buzz” around it. To do so, main mission on place will be to constantly posts contents trying to maximise interest around our actions. Top goal is to make online users understand that our Tea-Time was the place to be in Paris and Brussels. Even if a bit Utopian, this can be possible if the bloggers are following us on the events relying on their own platforms: the total reach of the two events is about 40k²⁰ followers which can rapidly create a massive word-of-mouth.

All our Social Media platforms, previously introduced, will be used as a Communication vector. It will also be the perfect occasion to encourage bloggers, but also in-store demonstration public at *DI* and *Parashop*, to start following up. On a daily basis, I will be able to measure the evolution of our followers and to record all the posts and reviews made during the event.

A very convenient tool we will use during those events is hashtags. This language mode is used to link any content about one topic. In that sense, by creating a special hashtag such as #GelTouchTeaTime and spreading it maximally, I will be able to observe every day new publications posted, comments or reactions. See Appendix n°14 for *GelTouch Tea Time flyers for Belgian and French events*

These on-time results are very important insofar they are “warm” expression which can be considered as sincere and spontaneous. It will be a perfect way to check the comprehension of our products. Moreover, it can be a great opportunity to collect direct testimonials and to bring concrete improvements in line with the real market needs.

C. Repercussions post-event

Coming bloggers are expected to write an article on their blogs which will create a great opportunity for positive word-of-mouth as bloggers are, as we already know, influential relays. By accepting to participate to this type of event, especially because they already tested the product thanks to the sample I sent to them, they agree on a collaboration. This is translated by giving us visibility on their platforms among their communities.

The final aim of those two events is to favour brand notoriety in countries where *GelTouch* range is sold but still quite unknown. By spreading our brand image through bloggers and meeting them in person to demonstrate our product use, we are waiting for a significant increase in brand awareness later translated into sales increase.

²⁰ Belgian bloggers attending the event have an average followers of 10k against 30k for Parisian bloggers

To control the effect of these undertaken actions afterwards, we will keep an eye on *DI* (Belgium) and *Parashop* (France) sales reports during the weeks following our events. The more the sales increase close to the events time period, the most our actions can be considered as impacting. But one important thing to keep in mind is the possibility of not having visible results straight after the events: indeed, bloggers may take a bit of time to write their articles as they like to make it complete and good looking for their blogs. In that sense, first reactions from their readers and positive word-of-mouth spreading could also appear gradually before we will be able to observe a real notoriety enhancement. That is the reason why post-event impact study is very important and will allow *United Beauty* to establish a strategic planning for future events.

Finally, we will be able to measure online repercussions through different tools we discovered earlier in this report. First of all, we will easily be able to monitor our website attendance with *Google Analytics* and link it to the events dates. Secondly, we also discovered earlier in this report that many tools were available, mostly for free, to measure brand notoriety and activity on Social Media. These will be an excellent way to identify changes after events and estimate the gains in terms of brand awareness, in order to draw main conclusion in terms of results and objectives achievement.

The question of budget was systematically something to work on because event planning rapidly costs a lot. By doing a maximum of steps on my own and negotiating prices with my different suppliers, I have reached my objective in terms of expenses. Indeed, for the two events as well as trip fares for 3 staff members, plus all the materials needed to grow the relationships with bloggers, the total expenses were around £3500 which stays reasonable for the event wingspan.

In terms of measurement, the main thing with events, is that results can be observable in short, medium as well as long terms. The top goal of these different PR actions and strategies undertaken was to grow the notoriety of our brands, especially *GelTouch* which has got a huge potential on the market.

If the events generate more traffic enough on both our website and Social Media platforms, our e-reputation will grow and distributors may contact us. By the time being, I have been contacted by French channel *M6* Public Relations agency for an official collaboration with a famous blogger and nail art artist. The reason for their call is that they could see a lot of good comments about our products online, which is an evidence of our growing e-reputation since concrete PR and Social Media actions have been launched.

PART 3: COMMUNICATION AND PUBLIC RELATIONS RELATED RECOMMENDATIONS ADAPTED TO UNITED BEAUTY

CHAPTER 4 – COMMUNICATION AND PR STRATEGIES TO DEVELOP, IMPROVE AND MAINTAIN TO STAY COMPETITIVE ON THE MARKET

In this third and last part of my report, I would like to spend some times on recommendations and propositions for *United Beauty* to stay competitive on its market. Through this whole report, we discovered and analysed the environment the Company was evolving in, as well as its main stakes in order to improve brand image development and to enhance brand awareness.

By organising events in Europe and pushing Social Media as much as possible, my objectives were to create visibility for the brand *GelTouch* in order to open potential new opportunities for *United Beauty* in the future. However, the PR strategies I undertook and the tools I have been using are not the only one existing to improve notoriety. As we discovered all along this report, Beauty and Cosmetics industry is highly competitive and requires constant innovation processes.

This last chapter will give an overview of potential strategies to adopt in order to stay competitive in terms of Communication and information sharing. We also previously developed the continuity of a branding and image strategy for a brand, which means that even if good results are observed, the process is not ended as long as the Company lives. That is why, we will now develop some advices and potential actions to maintain the efforts I undertook within my four months internship.

First thing we can notice is even if still very important, customer relationship management and print advertising as well as other traditional media use, are no longer enough to maintain good level of visibility and notoriety. Plus, these essential but not sufficient practises are no longer synonym of good brand image reflect if there are not married with strong PR strategy and trends knowledge. This is particularly right on a high competitive market such as Cosmetics where micro to huge actors are fighting with every available weapons, especially online.

I. THE KEY TO SUCCESS: ADAPTATION

Flexibility and adaptability are the key strengths for any Company, especially small structures, to keep competitive results in current global business environment. The absence of frontier in business has recently opened great opportunities and are making potential new market more reachable. But it is also an invitation for new competitors to aggressively attack incumbents. Increased by the weight of the internet, this fight to consumers seduction has ended to something crucial in any type of industry: customers are no longer ignorant, they are aware of Marketing practises and became particularly demanding in terms of quality, low prices and above all, reactivity.

To sum up, the typical consumer wants a good product, possibly the best one, at a price he/she estimates good value²¹ as quick as possible with good guaranties and high level of service. Nowadays, a Company cannot neglect any of these expectations and the only way to satisfy its target market is to adapt. Indeed, the more a Company is able to adapt its strategy to its environment and to match new trends, the most it is likely to make its customers loyal ant to reach prospects.

In the case of *United Beauty*, because of the size of the Company and the restricted resources allotted to Communication and PR practises, some tools can be smartly used in order to reach the objectives. Most of the time, adaptation is not very costly if the brand is strong and if the Company has a clear knowledge of its market and its internal strengths and weaknesses. *United Beauty* possess a very good potential and we will now highlight which directions would be the most appropriate.

A. *Influencers relationship and instant interactive dialog with target audience*

One of the main reasons why consumers are getting more exigent is the multiplicity of information sources available. Whether in traditional Media or news platforms such as apps, Social Media, forums or blogs, now information is available everywhere, anytime. This has significantly changed consumption habits and marketers now have to adapt their strategies accordingly.

We previously discovered the weight of influencers in this information search process. Nowadays people rely on their peers and models to buy any type of products and it is no longer the case for highly-involving goods only such as cars, home appliance or insurance. *United Beauty*, just like all the actors of Beauty industry has to collaborate with influencers and maintain its current effort on Public Relations in order to expand the notoriety and visibility already acquired.

A first advice to be given is to keep in touch with bloggers already contacted. French and Belgian data bases I have made represent all together more than 150 direct contacts, plus all the UK girls *United*

²¹ Value of a product in the satisfaction felt by a customer purchasing in comparison to the sacrifices made to get it in terms of time, money, researches etc.

Beauty already collaborated with in the past. It has much possibilities to share new products development in the future but also to try to get opinions and feedbacks, and to better anticipate coming trends. Indeed, influencers corresponds to the “early adopters” category of consumers which make them at the origins of any new trends later adopted by the mass.

Another important point to underline is that bloggers can be seen as a community: they know each other by meeting at the same events, collaborating together, following each other blogs etc... This is another perfect way to expand *United Beauty's* network, and again, to adapt Communication and products to this representative target.

By staying in touch directly with people, brands tend to create trust and proximity which is a key trend in customers relationship management. Because consumers can find similar products everywhere, brands have to make a real difference and sometimes innovation is not enough. The first part of this report helped us to understand the concept of brand identity: being friendly, approachable and available to the target market can be considered as personality traits of a brand particularly appreciated by consumers. That is why, in addition to a strong PR strategy, a great effort has to be made on direct Communication with the market. This is not only helpful for growing the relationship, but also, it enables the Company to keep an eye on demand evolutions and trends.

We discovered earlier how each Social Media platform could help a Company to build its notoriety and expose its image to the audience. Another advice for *United Beauty* would be not to consider SM only as a free advertisement support, but also as a way to establish a direct dialog with consumers and to give an image of good reactivity. In that sense, *United Beauty* has to maintain daily publication rates, always related to actuality and trends, but also to use its SM accounts has conversation tools to its customers. This will help the Company to better understand the needs and expectations of its market and will be time and money saving for new products development. But this corresponds to a full time position and a very good knowledge of the industry as well as digital strategies and media, to combine with a proactive PR strategy.

B. Key and future trend identification

Having a clear vision on current and future trends is a key point to stay competitive and to enhance customers' loyalty. Small companies such as *United Beauty* are not always capable to “create” the new trends, but they should at least be able to follow them as quickly as possible, before their competitors. In Beauty industry, trends are very ephemeral, so products tend to rapidly be obsolete or outdated. As seen just before, Social Media and collaboration with bloggers are a good means to keep an eye on moving trends, but they are not the only ones.

Some companies are casually working together to answer a common specific demand. These temporary projects are perfect to gain notoriety and to enjoy each other target market. As an example, fashion brand *Kenzo* signed a *Fiat 500* collection with specific designs related to its own brand identity. This allowed *Fiat* to attract modern glamorous and fashion-sensitive women, which is traditional *Kenzo* target consumers. Since 90's, these collaborations also became very popular in Fashion and Beauty industries which are in constant innovation processes. Originally based on economic matters, now companies are often signing projects in collaboration with other brands or suppliers to adapt to the market changes and to surf on new trends.

More and more Cosmetics brands also enter niche markets thanks to proactive NPD²² strategies and systematic innovations policies. Niche markets are particularly interesting for brands because they allow higher selling prices due to the engendered research and product scarcity. *United Beauty* benefits of strong technical knowledge thanks to its production and R & D²³ concentrated in its parent Company, *Chemence*. This enables UBP to offer highly targeted specific and technical products that are mostly demanded by expert consumers or early adopters (like bloggers as an example).

If we focus on current trends within nail industry, we notice that *United Beauty* has efficiently anticipated by offering Matte Topcoats in both their latest professional nail polishes collection and in their GelTouch range (retail market), which seems to be a huge trend in Social Media, Magazines and celebrities' manicures. Another example of great trend anticipation is their last *Attitude* nail polishes collection *Bohemian Chic* colours in perfect adequacy with Fashion trend for the current Spring-Summer season.

C. Proactivity and collaboration of all the Company services

As previously enunciated in this report, internal Communication is a strength for the Company. This is relevant in terms of employees' motivation and involvement enhancement, but also for productivity and time-saving. It is always very important for a Company to see all its departments communicate together and collaborate to observe better results and a productive team work.

Even if *United Beauty's* size can be seen as a disability on certain aspects, it can also be a great advantage to play on: the smaller the Company is, the easiest it is to share information between people. Marketing and Communication service has to constantly communicate with the lab, especially when it comes to NPD.

²² NPD is the abbreviation for New Products Development

²³ R & D means Research and Development, which is the heart of innovation within a company

To intelligently sell products, as well as to promote its brand image and to enhance its brand awareness, *United Beauty* should rely on every available resource starting with its team members. An efficient way to obtain everybody's involvement and to bring good ideas together, is brainstorming. This is also a good opportunity to confront each employee's issue and to better understand the obstacles encountered at each stage of the team work, and then, to become a more competitive actor of the market despite its size thanks to a clearer internal Communication.

II. HOW TO AVOID BUDGET RESTRICTION DIFFICULTIES WHILE BEING PRESENT AND VISIBLE?

Question of budget is often a hard topic to discuss within a Company and it is most of the time the origin of long negotiations and disagreements. For Communication, spending can be quickly high especially when it comes to traditional media that is why most companies yearly (or quarterly for the biggest ones) establish their Communication budget. In the case of *United Beauty*, most of the Communication tools used are digital and represent minor budgets. Apart from occasional paid advertisement on *Facebook*, and endorsed articles or releases in specialised magazines like *Scratch Magazine*, the Company is not currently spending significant amounts on Communication and takes more advantage of free Social Media platforms.

See Appendix n°12 for publications and releases in magazines and online specialized Press

We will now describe some realistic advises to *United Beauty* in terms of Communication and PR strategies, to keep pushing sales as well as maintaining efforts on notoriety and visibility and enhancing its brand image to its target market.

A. *Think in advance to establish an efficient strategy*

In a Communication perspective, the most costly source of expenses for *United Beauty* currently, are the PR actions I have been working on. The European Bloggers events, as well as coming events in London (endorsed by *The Blogger Hangout* organisation) and annual subscriptions to journalists and PR professional data bases represent the main Communication budget of UBP. This spending is not really planned by the company in advance which takes opportunities rather than concretely establish an action plan, but this can be time and money consuming. By anticipating expenses and allotting a budget for each tool, *United Beauty* should be able to save costs and to obtain a clearer vision of its Communication activities.

To set up concrete objectives would also help the Company to measure its efficiency at the end of a given period and to rethink its current strategies if needed. Not only numbers-based, Communication strategy has to clarify conative objectives (linked to consumers' behaviour), cognitive objectives (linked to the information given and brand image) as well as affective objectives (linked to emotion and affinity to the brand). This should also be discussed at the beginning of the year to determine right actions to undertake. As an example, this could be *United Beauty* objectives for coming months:

Conative Objectives could be encouraging consumers to visit our retail website and to interact more on our Social Media platforms. This can be implemented by pushing our SM platforms and interacting more with our British audience as the website is only selling across England at the moment;

Cognitive Objective would be enhancing brand awareness among UK and to gain visibility across European main markets. As previously seen, this is the role of PR actions and we noticed that bloggers events as an example are not always very costly whilst they can result in great opportunities;

Affective Objectives could be giving a positive brand image to the target audience by stressing on *United Beauty's* identity of proximity to its customers and approachability. Again, this can be easily establish through Social Media and a systematic repetition process to the target market.

Once these objectives shaped and validated, the control will be a way more simple to establish and *United Beauty* will be able to rapidly evaluate the efficiency of actions undertaken and tools used.

As previously seen in this report, measurement in one of the main point to implement for an efficient strategy. Whatever undertaken action, there is always a way to control impact on brand image and to compare the results obtained with fixed objectives beforehand. Designing regular reports could also be a good opportunity for *United Beauty* management to have an overview of Communication activities and to better understand the aim of each allotted budget. It is also a good method to systematically link Communication and PR actions results to sales and/or to the website number of visits.

B. My practical suggestions to United Beauty Products Ltd

In order to end up this report with adapted suggestions, I would like now to make some concrete propositions to *United Beauty* to improve their Communication and public relations strategies. Even if the undertaken actions during my internship might help the Company to reach its objectives, this is an ongoing process that needs to be regularly adapted.

If *United Beauty* wants to remain competitive on its market, the Company has to reinforce its brands identity and to maintain a high level of interaction with the audience. This has to be done on a daily basis because now consumers are used to instant Communication and become very unfaithful if companies stop being in touch with them.

My first suggestion would be to hire a community manager to be able to answer this need of daily online presence. Indeed, a Social Media professional can keep an eye on digital trends, as we previously understood it was mandatory in Beauty industry. Employing a community manager would be also a good opportunity to bridge SM platforms with the retail website and PR future actions, to maximise visibility of all Communication campaigns and to design adapted online strategy linked to UBP objectives from short to long term.

Related to community management and influencers relationship management, another idea would be to implement a News Letter that subscribers could receive monthly (or every two weeks if possible), introducing *United Beauty* new products and brands, presenting trends of the market, promoting coming events and event talking about other brands based on a collaboration.

Many brands manage their own News Letter nowadays because in addition to sending information to targeted consumers, it also remains a great visibility and reflects the brand identity on a regular basis. It does not cost a lot to establish and it could enable *United Beauty* to build a powerful and adapted contact base for its future PR and Communication actions.

Another piece of advice to give to *United Beauty* would be to collaborate with other brands to take the advantage of new targets and play on a new positioning. UBP is currently working on a collaboration between its own brand *GelTouch* and *Nails Ink*, another famous nails and cosmetics brand, to be sold at *Mark & Spencer*. This is typically the kind of opportunities UBP should take to gain in brand awareness and to extent its brand image to a larger audience.

To collaborate with boxes suppliers is also a very good opportunity to maximise visibility of its products. Indeed, the concept offered by these companies is to send monthly a beauty products made box to subscribers. These boxes are filled-up with both well-known and luxury brands such as *Guerlain*, *Chanel* or *Benefit Cosmetics*, and news enters on the market such as *Too Faced* or *Huda*, who significantly gained brand awareness by being present in these boxes. Because subscribers are mostly fashion and beauty passionate girls, they are the perfect audience for *United Beauty*. Lots of them are bloggers who do a monthly review (or even sometimes videos) of the products they received in their box. The potential is huge, especially on French and Belgian markets where UBP is trying to get a place, and it exists now plenty of different boxes brands such as *My Little Box*, *Birchbox*, *Beauty Box*, *Beautiful Box*, *Sweety Box* etc... Each box has its own specificities which allow a Company to remain consistent with its positioning. To me, the best solution would be to collaborate with *My Little Box* because of its very girly and trendy positioning perfectly fitting *United Beauty* brand identity, or *Birchbox* known for proposing innovative international products.

Because the first results of the actions I undertook during my internship at UBP seem positive, I also encourage the Company to maintain its effort on events. Indeed, they seem to be the right answer to

brand awareness and proximity matters and allow the Company to directly meet its audience to better understand their need and satisfaction sources. According to the final result I will obtain with coming events, it would be interesting to decide of an event strategy for coming months or years. Events are also a perfect way to promote brand image during the launch of a product and they are always a good opportunity to grow the relationship to the distributors. Bigger events and seasonal events can also be designed to increase notoriety, at least in UK, such as Christmas event in collaboration with *Debenhams* or *Harrod's*, event collaboration with a chocolate theme for Easter sponsored by a famous chocolatier or pastry, or a summer event to launch a new summery nail polish collection etc...

Finally, one of the priorities in my opinion, would be to implement international shipment for retail market, to remain consistent with the current European Public Relations strategy. Indeed, by organising events overseas as well as pushing Social Media through various countries, *United Beauty* is not only enhancing its notoriety, but also promoting its products which tends to increase demand. For the time being, UBP is not able to ship outside from UK when it comes to online orders which is a massive shortfall for the Company because as far as I can observe, overseas markets are more than interested in the products, especially *GelTouch* and it could be great potential target for the other brands such as *Attitude* (nail polishes) or *Gel Illusion* (for professional market).

Now our third and last part is covered, we have an overview of possible recommendations and adapted ideas for *United Beauty*. Most of the previous given advices are reachable in terms of time and costs by UBP and could be great opportunities to reach its objectives in terms of brand awareness and brand image enhancement. To work on its 360° Communication strategy is mandatory in order to establish appropriate action plans for short, medium and long term. Directly linked to Marketing strategy, Public Relations are, in the case of *United Beauty* the answer of brands promotion and products launch problematics.

If we take a step back, we notice that UBP has very good potential to be competitive in its market on a Communication perspective. The only point to work on, would be the global planning and budgeting PR actions a Communication campaigns to maximise efficiency and avoid loss.

Finally, *United Beauty* is evolving in a highly competitive and interactive environment which means that the more the Company is able to collaborate and play with all the available tools, the most it will be likely to gain brand awareness and to improve its brand image by following trends and responding to demand changes accordingly. To do so, it exists plenty of ways, tools and specific strategies adaptable to every budget and Company sizes.

CONCLUSION

Throughout this report, we analysed the importance of brand awareness and brand image knowledge within a Communication and Public Relations strategy. Because business became global, consumption habits have changed as well as needs and offer. Companies have to find new ways to be visible and new paths to benefit market opportunities and reach its target audience.

One of the main lessons that can be drawn from this report is that Public Relations seem to be an answer to these new needs in Communication, especially when they are consistently linked to a strong digital strategy. Working with bloggers is definitely a great strategy in perfect adequacy with current practises in e-Marketing and digital Communication. Influencers are always good ambassadors and the cost of PR actions related to them can be controlled and relatively cheap in comparison to other promotion tools. However, bloggers are hammered by Marketing propositions and it sometimes becomes difficult to reach them especially for small companies. In that sense, it is mandatory to manage the relationship and to always keep in mind that this is an ongoing process a Company has to redefine according to the current trends, needs and opportunities of the market.

Because these practises are mainly online, they are sometimes difficult to evaluate. However, it exists various tools and technics to accurately measure the results of undertaken actions, as well as their impact on the brand image and notoriety. This report highlighted the importance of measurement to respect fixed objectives and to take the right decisions accordingly. The size of *United Beauty* can be an obstacle in terms of resources, especially on a finance perspective, but planning and budgeting its Communication goals and actions seem to be the best strategy to adopt.

Cosmetics industry is huge and competition is particularly aggressive when it comes to followers and challengers actors like *United Beauty*. Because the Company does not benefit of a well-known name like *L'OREAL*, the whole strategy is built on getting more visible and demanded by consumers. On a Marketing perspective this can be reachable with innovation and regular products launches. On a Communication point of view, this is more about building a strong brand identity and appearing on the market as an approachable and friendly brand, adapted to the target and above all, flexible and trendy.

The timing of my internship was quite short which has been a boundary in the actions I undertook and the strategic decisions I implemented. Indeed, I was sometime missing sufficient step back to be able to correct strategies and to have an overview of strengths and weaknesses of the choices I have made. It became sometimes a bit frustrating not to be able to implement everything I was planning for PR because of a restricted budget. But at the end of the day, it looks like *United Beauty* is taking the right path to grow its brand awareness and to expose a positive brand image to an international audience.

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ABBREVIATIONS TABLE

- SEO** (page 9): Search Engine Optimisation
- MSG** (page 12): Management Study Group
- SWOT** (page 14): Strengths Weaknesses Opportunities and Threats matrix
- SM** (page 16): Social Media
- PR** (page 19): Public Relations
- UBP** (page 19): *United Beauty Products*
- ROI** (page 23): Return of Investments
- BFF** (page 28): Best Friend Forever
- NPD** (page 40): New Product Development
- R & D** (page 40): Research and Development

DEFINITIONS TABLE

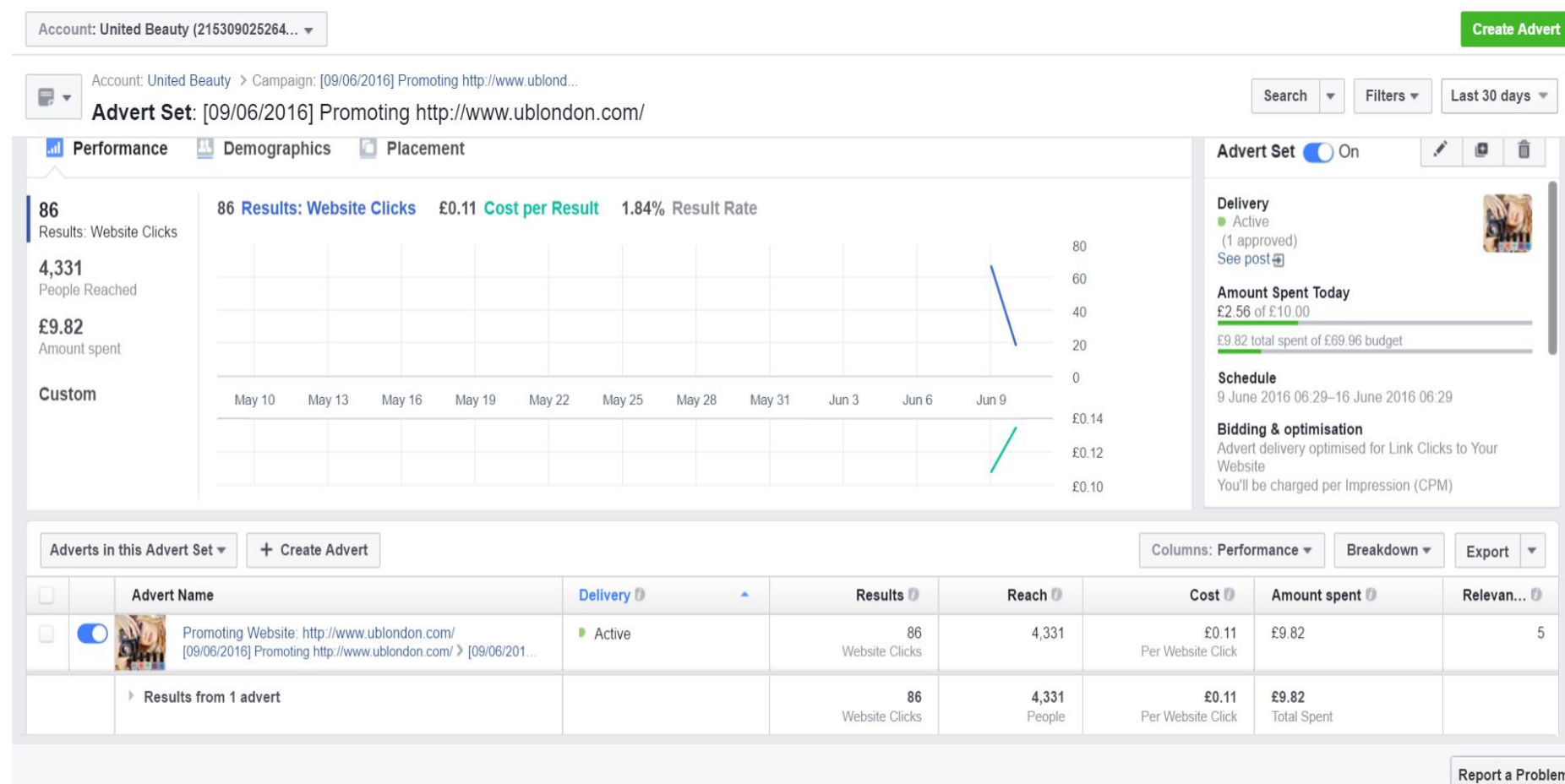
- App** (page 16): Smartphone application downloadable on *Apple* or *Android* platforms
- Influencers** (page 18): A person who is able to influence consumers' behaviours thanks to his/her status or Media exposure
- Youtubers** (page 21): Influencers possessing a highly followed *Youtube* channel
- Instagramers** (page 21): Influencers massively present on Instagram Social Media platform
- GIFs** (page 24): 1 to 3 seconds animation pictures very popular on Social Media
- Snapchat stories** (page 26): Summary of daily published photos which are updated everyday
- GelTouch** (page 30): An easy peel-off topcoat which transforms any nail polish, from any brand and colour, to a perfect gel effect for around 10 days lasting and no damage to the nails
- GelTouch Matte** (page 31): A topcoat giving any nail polish a matte effect, one of the main market trend for this season
- Blogrolls** (page 32): A list of other blogs a blogger is following and recommends to her own community
- Emoji** (page 32): A smileys and images based language mainly used online especially on Social Media
- Value of a product** (page 38): In the satisfaction felt by a customer purchasing in comparison to the sacrifices made to get it in terms of time, money, researches etc.

APPENDIX TABLE

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APPENDIX 1: FACEBOOK ADVERT MANAGER, A USEFUL TOOL FOR BRAND AWARENESS MEASUREMENT

Mainly used by Graphic Designer Rosalind Francis, this tool allows her to control and measure the impact of the paid ad she launched on Facebook such as this promoting video aimed to push retail website (www.ublondon.com) turnover.



APPENDIX 2: BLOGGERS REVIEWS ON INSTAGRAM



@e_stelloo

Blog: www.estelloo.com

Instagram Followers: 25k

Language: French (Belgium)

@leblogdalix

Blog: www.leblogdalix.com

Instagram Followers: 22k

Language: French (France)



@papelcomclips

Blog: www.papelcomclips.com

Review source: Instagram

Followers: 26k

Language: Brazilian (Belgium)

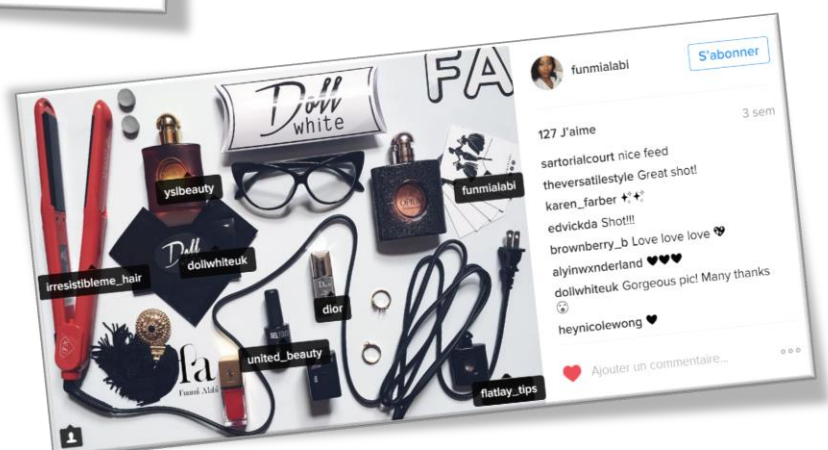
@funmialabi

Blog: www.funmialabi.co.uk

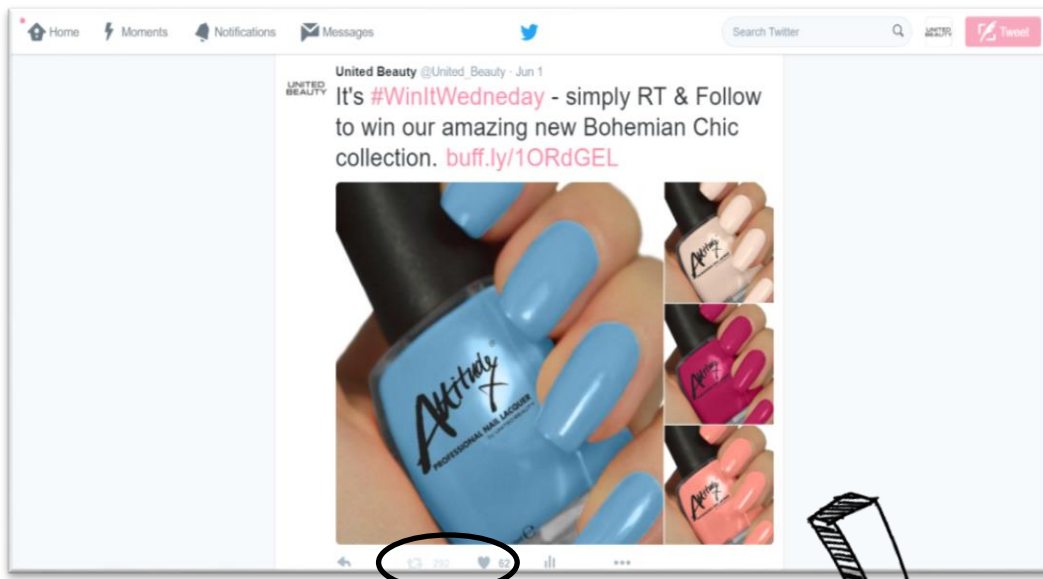
Review source: Instagram

Followers: 16k

Language: English (UK)



APPENDIX 3: RETWEETS AND LIKES CONTEST ON TWITTER

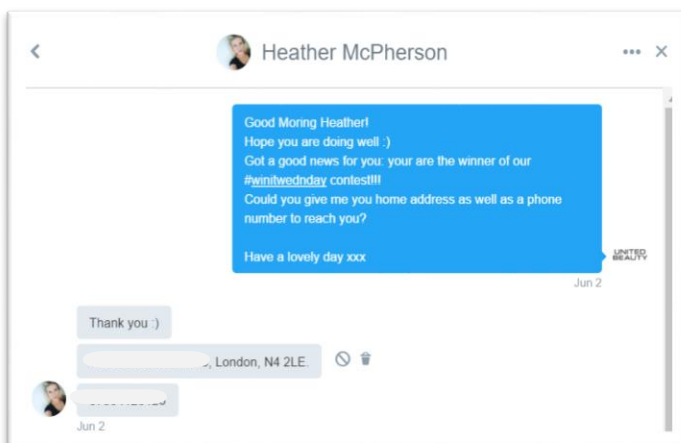


Website used to pick a random follower or retweeter:

The Competition Agency

Available on:

<<http://competitionagency.com/tweetdraw>>



Prize won by

@Heather_2007:

2 nail polishes from
the new Bohemian Chic collection

1 new Matte GelTouch topcoat



Prize value (RRP): £26.97



APPENDIX 4: EXTRACT OF MY EVENTS PROPOSITION TO UNITED BEAUTY MANAGEMENT

Brussels : Wed 22nd June - Bloggers

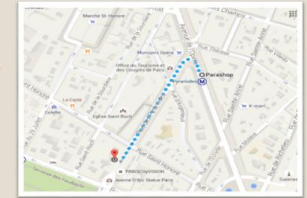
- **Who** : 15 bloggers + DI staff?
- **Where** : GOD SAVE THE CREAM restaurant (131 Rue de Stassart – 1050 Ixelles)



- **What** : Selection of cakes (4 slices /person) + 1 hot beverage + 1 cold beverage
- **Price** : 15€ (£12)/person restaurant

Paris: 28th June - Bloggers

- **Who** : 15 to 20 bloggers + Parashop staff
- **Option 1** : SALON DE THE DES TUILERIES (1 Rue des Pyramides)



- **What** : 1 pastry + 1 hot or cold beverage + macaroons selection + mini pasteries
- **Price** : 23€ (£18) /person
460€ (£360) for 20 people (normally 700€)

STORES PARTICIPATION SUGGESTIONS

- GelTouch Matte topcoat launch « Coming Soon » promotion in store
 - United Beauty staff members give an in-store demonstration of the product to customers
- GelTouch starter kits & Mini kits pushing
 - United Beauty staff members give a demonstration of the product in store to DI customers
- 10% discount coupons distribution in store
 - Supported by United Beauty (charged after use)
- Demonstration items provided by United Beauty
- Promotion relayed on DI Social Media platforms
- Contact with Belgian journalists from DI data base

TRAVELS & ACCOMMODATIONS

	BUSSELS	PARIS
DATES	From Tue 21/6 to Thu 23/6	From Mon 27/6 to Wed 29/6
PLANE	£110/ person (late flights)	£50/ person (late flights)
TRAIN	£93/ person (late travels)	£58/ person (late travels)
HOTEL	approx. £60/person per night	approx. £50/person per night

APPENDIX 5: BELGIAN BLOGGERS DATA BASE (EXTRACT)

NAME	LANGUAGE	BLOG	EMAIL ADDRESS	FOLLOWERS INSTA	FOLLOWERS FB
CAROLINE	FR	http://www.boudoirmonbeauboudoir.com/	carli0016@gmail.com	6,8k	2,3k
AXELLE	EN	http://styleplayground.com/	axelle@styleplayground.com	6,8k	2,9k
CELINE	FR	https://www.youtube.com/user/TouchOfLiberty	touchedeliberte@gmail.com	6,6k	private only
MERRY	FR	https://www.youtube.com/channel/UCQXqMSN3bf5cjyMwZgTuUQ	glamourfashioniista@gmail.com	5,6k	1,7k
ZINA BEN MUA	FR	https://www.youtube.com/user/ZinaPinup/videos	Zina.ben.mua@hotmail.com	4k	3,8k
LAURANNE	FR	http://laurannefaitdesbetises.com/	lauranne.dugaillez@gmail.com	4,7k	4,6k
ODILE SACOCHE	FR	http://www.odilesacocher.be/	odilesacocher@gmail.com	4,5k	300
LINDSAY	FR	http://www.star-in-the-grass.com/	star_in_the_grass@hotmail.com	4,2k	1,9k
LUFY	FR	http://www.lufyy.com/	Lufymakesyouup@hotmail.fr	361k	44k
CELINE	FR	http://orphea.be/	contact@orphea.be	3,7k	3,7k
MARILOU	FR	http://mypreciousnailpolish.blogspot.co.uk/	mypreciousnailpolish@gmail.com	3,5k	none
VANILLE	FR	https://www.youtube.com/channel/UCU52noKR5hSbM-x3zDcQdXw	vanillementellepro@gmail.com	3,2k	1,5k
NATHALIE	FR	http://lapaillettefrondeuse.blogspot.co.uk/	lapaillettefrondeuse@gmail.com	28,3k	3,8k
SOFIE VALKIERS	EN	http://www.fashionata.com/	sofie@fashionata.com	247k	21k
Emma	FR	http://mademoiselle-emma.fr/	Blog.mademoiselle.emma@gmail.com	23k	2,1k
Alessia	FR	http://www.drinklipstick.com/	alessia@drinklipstick.com ;	2,5k	5k
SIXTINE	FR	http://aventuresdunebruxelloise.blogspot.be/	sixtinebrunelli@hotmail.com	2,3k	666
ESTELLE	FR	http://www.estelloo.com/	through website	2,3k	500
NATACHA	FR	http://lepoudrierdore.com/	lepoudrierdore@gmail.com	2,1k	2,6k
STEPHANIE	FR	http://break-beaute.com/	breakbeaute@hotmail.com	1k	2,4k
STEFFI	EN	http://www.beauty-treasures.be/	beautytreasures@hotmail.be	1k	500
VANESSA LICATA	EN	http://www.thewildgirl.com/	licata.vanessa@gmail.com	17,4k	10,3k
NATHALIE	EN	http://www.curlsandbags.com/	info@curlsandbags.com	11,6k	5,6k
ANISA	FR	https://missympathique.wordpress.com/	missympathiqueblog@gmail.com	1,6k	244
STAMATIA	EN	http://www.beautyloves.be/	beautyloves.be@outlook.com	1,6k	800

Coming to the event in Brussels
 Interested in the product
 Contacted but has not replied
 Not interested

APPENDIX 6: FRENCH BLOGGERS DATA BASE (EXTRACT)

NAME	BLOG	EMAIL	INSTAGRAM	FB	CITY
CHLOÉ	http://www.lapenderiedechloe.com/	lapenderiedechloe@gmail.com	99,4k	15,7k	Paris
LAURA	http://www.pinketcetera.com/	pinketcetera@gmail.com	98,7k	3,1k	Paris
CORALIE	http://ellesenparlent.com/	contact@ellesenparlent.com	87,7k	20,3k	Paris
SANAA	http://sananas-blog.com/	contact@sananas2106.com	852k	192k	Paris
EMILIE	http://www.thebrunette.fr/	blog.thebrunette@gmail.com	80,9k		Paris
FIONA	http://www.fiona-schmidt.fr/	fionaschmidt@me.com	5,5k	6,8k	Paris
NIKITA	http://www.meetmeinparee.com/	meetmeinparee@outlook.com	78,9k	2k	Paris
MEGAN	https://meganvlt.com	vltmeg@gmail.com	76,3k	/	Paris
EMILIE	www.youtube.com/channel/UCb-pGqHoPtiMVms_Z54e_0A	rosepoudre.emi@gmail.com	75,7k	/	Paris
MARION	http://www.fringeandfrange.com/	Marion@fringeandfrange.com	74k	13,3k	Paris
HORIA	http://horialeblog.com/	CONTACT@HORIALEBLOG.COM	728k	/	Grenoble
GAËLLE	http://missgworld.com/	missgworld@me.com	700k	1,2k	Montpellier
VIOLAINE	http://www.violaine-olga-madeleine.com/	violaine.o.m@gmail.com	7,6k	1,5k	Paris
CINDY	http://30etalors.blogspot.co.uk/	30etalors@gmail.com	6k	900	
ELODIE	http://www.elodieinparis.com/	Contact@elodieinparis.com	68,9k	6k	Paris
ELSA	http://www.elsamakeup.com/	elsamkup@gmail.com	661k	320k	PACA
CAROLINE	http://beauteactive.com/	contact@beauteactive.com	633k	565k	Paris
VALERIANE	http://lblogdevaloumodeuze.com/	valoumodeuze@gmail.com	31,6k	2,9k	Paris
JULIA	http://www.today-will-be-great.com/	contact@today-will-be-great.com	6,3k	1,6k	Paris
MARIE	http://www.marieandmood.com/	marieandmood@gmail.com	46,3k	5,8k	Lyon

Coming to the event in Brussels
 Interested in the product
 Contacted but has not replied
 Not interested

APPENDIX 7: FIRST CONTACT WITH BLOGGERS EMAIL TEMPLATE



Bonjour Audrey

Je m'appelle Léa, je suis responsable PR Europe chez **United Beauty Products**, une entreprise glamour de Cosmétiques 'from UK'.

Je suis très heureuse de pouvoir travailler avec des fashionistas et des spécialistes de la mode et la beauté en **France**, dont tu fais partie comme j'ai pu m'en apercevoir en parcourant ton blog.

J'aimerais te présenter notre produit phare **GelTouch**, qui est un gel semi-permanent topcoat qui transforme **tous les vernis** (de toutes les teintes, de toutes les marques!) en un gel brillant sans défaut, avec une durée de vie d'environ 10 jours : RE-VO-LU-TION !!!

GelTouch possède une technologie **Easy Peel-Off** qui permet de retirer facilement le Gel sans abîmer tes ongles : tous les avantages d'une manucure au gel, sans les inconvénients ! 🐼

Je serais très heureuse de t'inviter à participer à notre événement à venir à Paris, en collaboration avec les magasins Parashop où tu pourras retrouver nos produits dès le mois de Juin 2016.

J'organise un **tea time** (en clin d'oeil à notre entreprise *So British*),
dans un salon de thé Parisien, pour que nous puissions nous retrouver entre filles
pour une après-midi manucure et conseils beauté. ☕

Cette petite réunion entre blogueuses et youtubeuses aura lieu le Mardi 28 Juin après-midi, en espérant que tu seras disponible.

Si tu souhaites en savoir plus, surtout n'hésites pas à me poser toutes tes questions et me contacter sur mon portable personnel au +44 (0) 7 413 84 78 78. Je t'invite également à jeter un œil (smoky) sur notre site **ublondon.com** pour découvrir notre univers.

Avant de te laisser, je serais ravie de t'envoyer un **On The Go Mini Starter Kit** pour que tu puisses le tester et me donner ton retour sur ton expérience de Manucure.

J'attends avec impatience de tes nouvelles, excellente semaine à toi Audrey ! xx

Lea Pelosi 📧

Communication, PR and Social Media Intern

Email: lpelosi@unitedbeauty.co.uk

Phone: +44 (0) 7 413 847878

Fax: 01536 463 390

UNITED BEAUTY

www.unitedbeauty.co.uk | www.ublondon.com



APPENDIX 8: GELTOUCH MINI STARTER KIT PRESS RELEASE FOR FRANCE

GELTOUCH *Mini*

Mini en taille mais Maxi en efficacité - LE MINI KIT
GEL MOBILE QUI TRANSFORME N'IMPORTE QUEL VERNIS À ONGLES ORDINAIRE
EN VRAI GEL, N'IMPORTE OÙ, POUR LES FILLES QUI BOUGENT !



MANUCURE NOVICE OU EXPERTE, VOUS ALLEZ ADOREDER LE SUPER MIGNON ET ULTRA PORTABLE GELTOUCH MINI KIT POUR SEULEMENT 29.99€! IL CONTIENT TOUT CE DONT VOUS AVEZ BESOIN POUR TRANSFORMER N'IMPORTE QUEL VERNIS EN VÉRITABLE GEL POUR UNE MANUCURE GEL PARFAITE QUI DURE JUSQU'À 10 JOURS. PARFAIT POUR SE FAIRE LES ONGLES ENTRE COPINES OU EN VACANCES, VOUS POUVEZ L'EMPORTER PARTOUT GRÂCE À SA MINI LAMPE LED PLIABLE ET PORTABLE, ALIMENTÉE PAR PORT USB ET QUI SE GLISSE DANS LA POCHE. LE TOPCOAT GELTOUCH ET LES LINGETTES DE FINITION SONT AUSSI INCLUSES DANS CE KIT QUI VOUS ACCOMPAGNE PARTOUT ET SE GLISSE DANS VOTRE SAC!

GELTOUCH SE COMBINE AVEC TOUS LES VERNIS À ONGLES (TOUTES LES MARQUES, TOUTES LES COULEURS). PAS BESOIN D'ACHETER QUOI QUE CE SOIT D'AUTRE : VOUS POUVEZ UTILISER LES VERNIS QUE VOUS AVEZ DÉJÀ ET VOS COULEURS PRÉFÉRÉES ! FAITES VOTRE MANUCURE COMME D'HABITUDE. QUAND VOTRE VERNIS EST BIEN SEC, APPLIQUEZ UNE FINE COUCHE DE GELTOUCH ET PLACEZ SOUS LA LAMPE PENDANT UNE MINUTE (LA MINI LAMPE PERMET DE CURER DEUX DOIGTS À LA FOIS). ESSUYEZ AVEC LES LINGETTES DE FINITION POUR ENLEVER LE RÉSIDU COLLANT. DES ONGLES PARFAITS OU VOUS VOULEZ, QUAND VOUS VOULEZ !

GELTOUCH EST FACILE À RETIRER SOIT EN LE PELANT GRÂCE À SA TECHNOLOGIE "EASY PEEL-OFF", SOIT AVEC UN DISSOLVANT AVEC ACÉTONE (1 MINUTE SUFFIT). AUCUN DOMMAGE AUX ONGLES NATURELS !

GELTOUCH EST PARFAIT POUR LES MAINS ET LES PIEDS, FACILE D'UTILISATION AVEC DES RÉSULTATS LONGUE DURÉE. NE PAS OUBLIER DE RETIRER LE RÉSIDU COLLANT EN FIN D'ÉTAPE AVEC LES LINGETTES INCLUSES DANS VOTRE KIT.

DISPONIBLE SUR WWW.FIREBOX.COM & CHEZ PARASHOP À PARTIR DE JUIN 2016 À 29.99€

Pour plus d'information, contactez Lea Pelosi
Email: lpelosi@unitedbeauty.co.uk Tel: + 44 (0) 7413 847 878

United Beauty @United_Beauty United Beauty United_Beauty United_Beauty

UNITED BEAUTY

APPENDIX 9: INVITATION TO *UNITED BEAUTY* TEA TIME EVENT IN BRUSSELS

Inside

UNITED BEAUTY
 IS excited TO INVITE YOU TO OUR
Special Bloggers Event
 LET'S MEET AT 3PM WEDNESDAY | Join us for a
GIRLS-ONLY
Tea Time at:
RESTAURANT
 131 RUE DE STRASSART
 1050 IXELLES
 02 / 503.07.75

god save the Cream

PLEASE RSVP WITH YOUR ATTENDANCE ON LPELOSI@UNITEDBEAUTY.CO.UK

Front cover

ARE YOU LONGING OR WOULD YOU
 AFTER A DELICIOUS CUP OF TEA?
 PREFER A GLAMOROUS MANICURE?
Join us... Have both!

Back cover

Discover our **GEL TOUCH**
 TRANSFORMS ANY NAIL POLISH INTO A TRUE GEL
 WWW.LBLONDON.COM
 And if you have any questions
 Please contact me!
 Léa x
 EA PELOSI +44 (0) 7 418 84 7878 LPELOSI@UNITEDBEAUTY.CO.UK

APPENDIX 10: BLOGGERS REVIEWS ON THEIR BLOGS

jones + jones
edgy + directional + strong + feminine

Jones+Jones

Facebook Instagram Pinterest Twitter Facebook [Log in or Register](#)

£ € \$

HOME NEW IN SHOP JJ STUDIO JJ BRIDAL JONES PLUS EDITORIAL ABOUT OUTLET

♡ MY BAG | 0

Home — Blog — Gel Touch - Review

BLOG

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Gel Touch - Review

Posted in Fashion | By jones + jones

12/05/2016 16:31

Gel Touch - Review

Back in April we were lucky enough to head down to a bloggers event hosted by the lovely ladies at 'The Bloggers Hangout'. Not only do we love doing these events as it gives us a chance to meet all of our loyal bloggers, but also meet new bloggers to work with. It's always a great day and Danielle at The Bloggers Hangout really puts on an excellent event. But one thing we also love about these events is the chance to meet other brands and this time we were lucky enough to meet a fantastic brand called Gel Touch. Very kindly of them they gifted us our very own kit to try out and review, so here it is.

First things first, what actually is Gel Touch? Gel touch is a miracle formula that turns any nail polish into a gel manicure! OK it doesn't turn the varnish into gel but it creates a gel top layer that shines just like a set you would get in any great nail salon. They state that they increase the longevity of varnish for up to 10 days wear with no chipping, so keep on reading to see whether we agreed or disagreed!

The Process: the process of applying the gel is really, really simple, the kit comes with a UV light that is used to turn the liquid into a hard resin on the nail. There are two different sizes you can purchase, a small portable lamp and a large lamp. The smaller UV light is fab for traveling, it will fit in any bag and possibly even a purse, the only down side is that you can only fit two fingers at a time (but trust us its worth the extra time), The larger version is fantastic and you can set all your fingers at once! You simply paint the clear serum over your existing polish and hold under the lamp for 60 seconds; I like to apply a second layer also just to create an extra strong topcoat. It really is as simple as that, you can use any varnish you choose and when they are ready to remove you can easily peel of the top layer and remove the remaining polish with some nail varnish remover, no damage, no fuss, in fact it damages your nails much less than get them done at a salon.

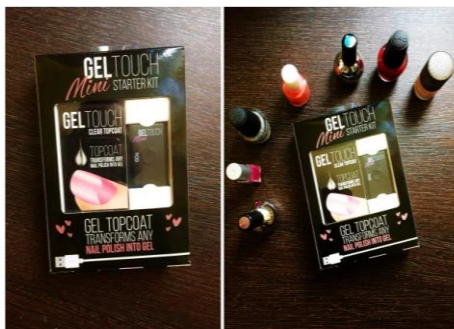
12/5/2016

Emma - That Girl Tweens

BEAUTY The Gel Touch mini starter kit...

June 1, 2016 - thatgirltweens

Nails. I'm rubbish at doing my nails! The only time they ever look any good is when I take a trip home and my sister shellacs them for me. I rarely have the time or money to get them done in London...so imagine my delight when United Beauty sent me my very own mini gel kit!



The Gel Touch mini starter kit* isn't your standard gel kit! You don't need any special nail colours to use it (unlike standard gel kits where it can cost up to £25 for a colour). This kit is designed to transform your normal nail colours into gel! "Jaw hits the floor" I know, right? How bloody fab! All you need to do it paint your nails in your favourite colours, apply the gel top coat and then pop them under the UV lamp for 60 seconds. None of this "paint several coats of this, then coat it in this, do a little dance and count to 20"...ok that's a bit OTT, but you know what I mean: faffing! That's what I LOVE about this kit; it's so simple to use!

Search ...

that girl Tweens



Tweens. 23. East London. I love craps, dancing and sparkles. Always enjoying the little things! "Remember...it's just a bad day, not a bad life!"

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My 60p-a-day face...

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1/6/2016

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Descubra como Transformar as Suas Unhas. United Beauty Gel Touch Starter Kit.

Quem me conhece pessoalmente sabe o quanto eu cuido das minhas unhas, por isso resolvi compartilhar com vocês esse novo produto que recebi no mês passado. Gel touch é um produto que deve ser colocado 20 minutos após a aplicação do seu esmalte regular para dar o efeito de gel às unhas. Gostei do brilho do produto, fez bastante diferença e deu um toque muito mais especial ao visual das unhas. Abaixo seguem algumas dicas para utilizar o produto da melhor maneira.

Testei por 3 vezes e com esmaltes diferentes, não foi de primeira que aprendi a utilizar o produto. O segredo é **aplicar uma camada fina de produto** e não deixar de forma alguma encostar na pele e na cutícula, pois dessa forma existem chances do esmalte descascar rapidamente. Após a aplicação do gel touch devemos deixar cada unha 60 segundos embaixo da luz UV (que é incluída na caixinha) para ativação, é importante respeitar o tempo. No final do processo devemos **tirar o excesso do gel** com os paninhos (também inclusos na caixa), caso contrário a unha ficará grudenta.

Para adquirir mais informações e para comprar o produto acesso esse link: [United Beauty](#)



3/6/2016

APPENDIX 11: INSTAGRAM CAMPAIGN FOR NEW NAIL POLISHES COLLECTION

SPRING-SUMMER 2016 New Collection
BOHEMIAN CHIC

UNITED BEAUTY

Instagram | Recherche

united_beauty [Modifier le profil](#) [...](#)

United Beauty ✨ Your destination for GORGEOUS nails, the SERIOUSLY chic & the FABULOUSLY fun !!! NEW!!! Follow us on SNAPCHAT @united_beauty ca Shop us www.ublondon.com

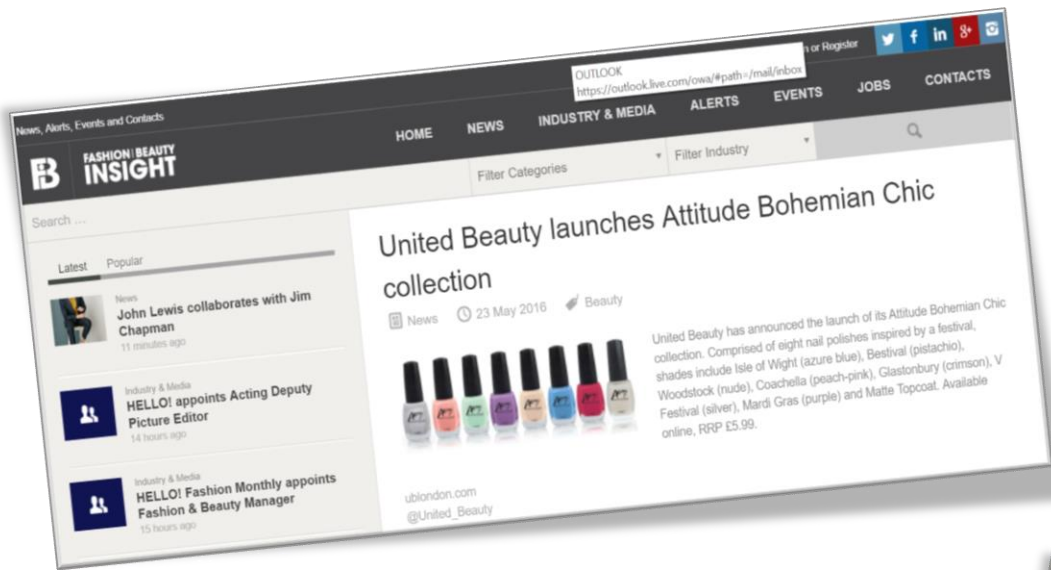
196 publications 249 abonnés 543 suivis

BOHEMIAN CHIC

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f t i s p

APPENDIX 12: MAGAZINES, JOURNAL AND ARTICLES PARUTIONS

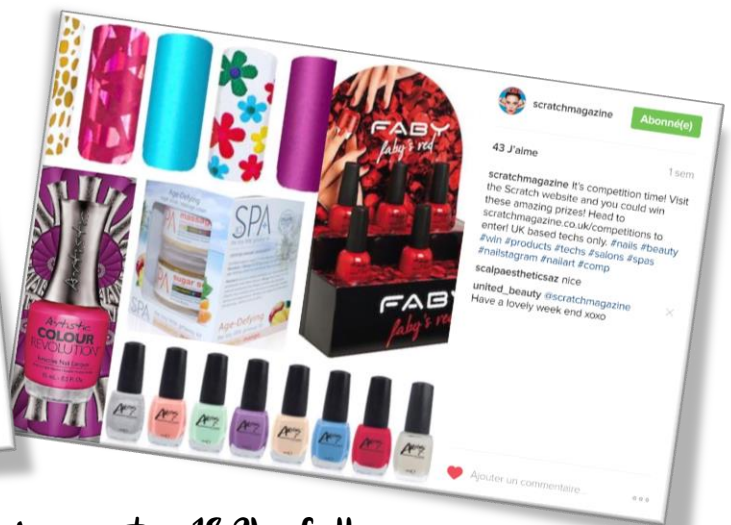
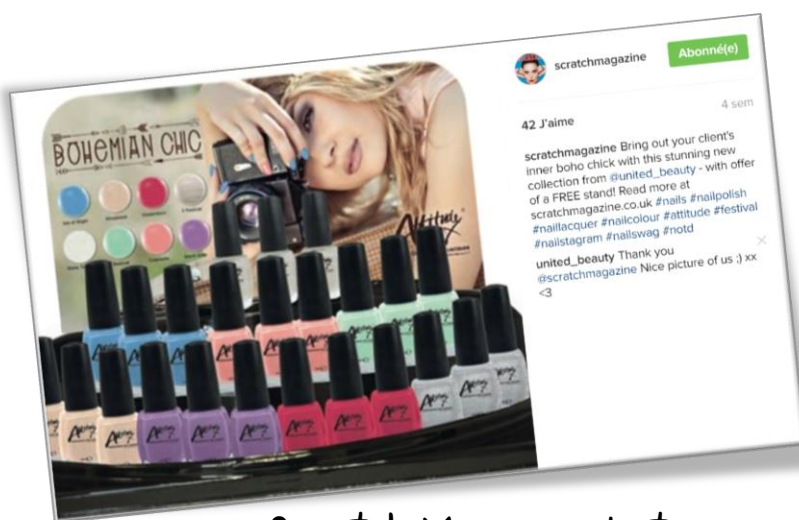


Fashion Beauty Insight

Professional PR & Journalists
news website and
contacts base



Scratch Magazine - Professional Nail Magazine (June 2016)



Scratch Magazine Instagram Account - 18.2k followers

APPENDIX 13: GELTOUCH MATTE TOPCOAT RELEASE FOR GOUIRAN (FRENCH DISTRIBUTOR)

UNITED BEAUTY

Présente

GELTOUCH

MATTE TOP COAT



AVEC SA NOUVELLE FORMULATION, NOTRE MATTE TOP COAT GEL VOUS OFFRE UNE TENUE IMPECABLE JUSQU'À 10 JOURS. UN RENDU PARFAIT ET BOMBÉ COMME MAGIC TOUCH. UN EFFET MATE UNIFORME ET SANS DÉFAUT POUR RÉPONDRE À UNE DEMANDE QUI NE CESSE DE GRIMPER.

GELTOUCH MATTE TOP COAT GEL OFFRE À VOS CLIENTES DES POSSIBILITÉS ILLIMITÉES POUR LEUR NAIL ART, LEURS MANUCURES QUOTIDIENNES DE LA PLUS SIMPLE À LA PLUS SOPHISTIQUÉE. ÉTÉ COMME HIVER, LE MATTE SE MARIE AVEC TOUT TYPE DE COULEUR DE VERNIS POUR UN RENDU GRAPHIQUE ET UNIQUE.

POUSSÉE PAR DE NOMBREUSES BLOGGEUSES INFLUENTES SUR LES RESEAUX SOCIAUX MAIS AUSSI PAR DES STARS TELLE QUE KYLIE JENNER OU ENCORE LILLY ALLEN, LES « MATTE MANICURES » SONT LA TENDANCE ONGULAIRE DU MOMENT.



APPENDIX 14: GELTOUCH TEA TIME FLYERS FOR BOTH BELGIAN AND FRENCH EVENTS (REMINDING THE HASHTAG TO USE FOR SOCIAL MEDIA)



APPENDIX 15: OTHER EVENTS AND PR-RELATED VISITS

MONDAY 25TH OF APRIL:

WHAT? Blogger Hangout Spring session, London

WHO? 30 Fashion and Beauty bloggers invited with +10k followers each

HOW? Introducing products from *GelTouch* and *Glam Republic* ranges, doing bloggers' manicures, boosting affiliate programs



THURSDAY 5TH OF MAY:

WHAT? Meeting at The Daily Mirror journal, London

WHO? 3 Beauty and Life-Style journalists

HOW? Introducing products from *GelTouch* and *Glam Republic* ranges, doing journalists' manicures and encouraging the publication of an article about *GelTouch Mini Starter Kits*

FRIDAY-SATURDAY 24/25TH OF JUNE:

WHAT? Blogger Hangout 'Summer Beauty Must Have Project', London

WHO? Around 100 Fashion and Beauty bloggers invited with +20k followers each

HOW? Introducing products from *GelTouch* and *Glam Republic* ranges, doing bloggers' manicures, boosting affiliate programs

RÉSUMÉ

Ce mémoire a pour objectif de mettre en lumière l'importance des Relations Publiques dans la construction de l'image de marque d'une stratégie de Communication à 360°. Nous nous demanderons alors comment les RP peuvent être la réponse à un besoin de notoriété et de diffusion de l'image de marque d'une entreprise de la taille de *United Beauty* dans l'industrie hyper concurrentielle de la Cosmétique.

Une première partie sera consacrée à la revue de la littérature sur la notoriété et l'image de marque, avec un accent mis sur la différence entre image de marque et identité de marque, dans le but de donner une vue d'ensemble théorique et nous permettre de mieux appréhender les chapitres suivants. Dans un second temps, nous analyserons les évolutions des techniques de Communication aujourd'hui disponibles aux professionnels et leurs divers outils. Les actions concrètes mises en place au sein de l'entreprise britannique *United Beauty* dans le but de faire connaître la marque phare *GelTouch* sur le marché Européen seront également développées. Un chapitre sera consacré à l'étude des résultats obtenus à court moyen et long termes, afin de pouvoir efficacement mettre en lumière le bénéfice d'une stratégie de Communication orientée vers les Relations Publiques et la construction d'une relation durable avec les bloggeuses Mode et Beauté.

Enfin, une troisième et dernière partie sera consacrée à l'étude des futures actions à mettre en place et des diverses recommandations faites à *United Beauty* pour pérenniser sa notoriété, notamment en ligne, et diffuser son image de marque sur le marché Européen afin de répondre à ses besoins en termes de Communication.

MOTS CLÉS : *Image de Marque, Notoriété, Relations Publiques, Bloggeuses, Communication Globale, Community Management*

SUMMARY

This report aims to highlight the weight of Public Relations in the construction of a brand image, using a 360° Communication strategy. We will analyse how PR can be the answer to brand awareness and brand image and how it can be utilised by small Companies, such as *United Beauty*, to effectively and efficiently give voice to their brand message in the high competitive industry of Cosmetics.

A first part will be devoted to Literature about brand notoriety and brand image, with particular emphasis on the difference between brand image and brand identity. The aim of this section is to give us a theoretical overview which will frame our understanding throughout the subsequent topics.

In a second chapter, we will analyse the evolution of Communication technics available to professionals as well as the tools that they utilise. The specific actions undertaken at *United Beauty* Company in developing the *GelTouch* brand, which is renown within the European market, will then be explored and analysed.

An entire chapter will be devoted to the evaluation of the results obtained over the short, medium and long terms. This will allow us to highlight the benefit of a Communication approach to Public Relations in building long-term relationships with Fashion and Beauty Bloggers.

Finally, a third and last section will be devoted to the evaluation of future actions, which have then been developed into recommendations that are specifically tailored to *United Beauty* and provide targeted suggestions that will allow the Company to sustain its brand image in the European market, and in particular its online reputation, in order to fulfil its Communication needs.

KEY WORDS: *Brand Image, Brand Awareness, Public Relations, Bloggers, 360° Communication, Community Management*