

Uncovering Purchase Drivers for Revlon

Challenge

Revlon charged their agency with providing consumer intelligence to increase market share within the nail polish category. The agency leveraged Infegy Atlas to:



- Perform competitive landscape analysis
- Uncover purchase drivers and passion for nail polish
- Identify the most discussed attributes of nail polish

Use Case

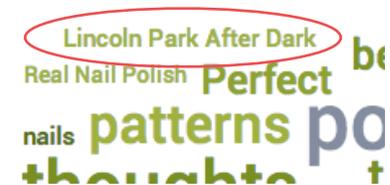
Infegy Atlas' unique filtering capabilities were leveraged to compare audiences, powerful drill-down functionality to analyze themes within overall social conversations, and flexible query language to isolate commonly discussed attributes.

Results

Revlon's agency quickly identified that competitors, OPI and Essie, were the most referenced nail polish brands within nail polish conversations online and that Revlon was mainly absent from these conversations.



Drilling down into conversations about OPI, the agency discovered several unique nail polish names driving passionate positive conversations about the brand. The most popular among them was OPI's Lincoln Park After Dark.

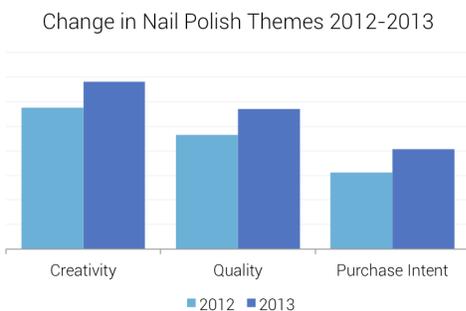


The agency was also able to pinpoint the most widely discussed attributes of nail polish by searching for conversations that referenced colors, shades and coats. They discovered the trending attributes matte, opaque, and glitter, as well as seasonal preferences for colors.



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By performing in-depth SWOT analysis, the agency helped Revlon improve in key metrics tied to brand perception year-over-year from 2012 to 2013. Revlon achieved increases in overall positive sentiment within the nail category among its competitive set. More so, in 2013 Revlon's nail products were recognized far more often for themes such as creativity, high quality, and purchase intent. Interestingly, cost related discussion decreased, suggesting consumers were less focused on Revlon's lower price point and driven more by the brand's perceived valued benefits.



Further linguistic analysis revealed a rise in consumers' positive emotions toward Revlon. In 2013, Revlon scored higher with consumers for anticipation, joy, and most importantly, trust toward the brand. Social media based research makes it possible for companies to quickly discover and react to trends and shifting consumer perceptions to uncover strategic competitive advantages. Research

similar to what is seen here for Revlon is quickly gaining importance in supplementing business decisions, and Infegy's innovations are at forefront of leading such initiatives.

About Infegy

Since 2007, Infegy's cloud-based technologies have been transforming huge volumes of dialog and commentary into valuable consumer insights. The company's flagship product, Infegy Atlas, is a social media intelligence platform that enables true understanding of consumers in the social landscape. It goes far beyond simply counting to give a deep understanding of why. The system is powered by algorithms providing accurate and in-depth measures such as event detection, contextual sentiment, passion, topic extraction and thematic categorization. For more information visit: <http://infegy.com>

