

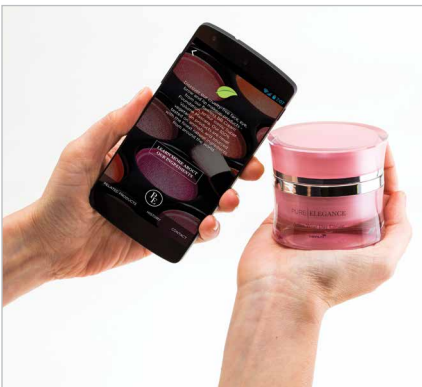


Today's millennial consumers turn to their smartphones to meet many of their needs and expect a personalized, contextual experience. How can beauty brands create meaningful connections with consumers in the mobile moments that matter the most, throughout the consumer journey?

Help consumers connect with your brand

"Today's online beauty retail landscape is all about discovery. At InstaNatural, we've found that 58% of beauty category shoppers begin their purchase online, and 73% use their phones for research while in-store."⁴

- Ethelbert Williams,
Chief Marketing Officer,
InstaNatural, LLC



The challenge

Millennials are driving the majority of purchase activity in the cosmetics and personal care market, with millennial women ages 18 to 34 the heaviest buyers of beauty products in the \$13 billion cosmetics industry.¹ Luxury brands in particular are showing strong growth and are expected to reach over \$126 billion by 2019.² And not to be outdone, men are getting into the act: the booming men's grooming industry is expected to bring in \$21 billion in 2017.³

Insisting on purity

Millennial consumers prefer pure and natural ingredients - especially in what they apply to their faces - seeking reassurances that what they purchase is the "real thing." In a survey by Nielsen, 53% of millennial respondents felt "all-natural" was important to them. This interest is reflected by the 24% growth in the organic channel over a four-year period, likely fueled by distrust related to the use of chemicals.⁵

Millennials are transforming the digital shopping landscape

While luxury retailers have traditionally emphasized the in-store purchase experience, many are still catching up when it comes to a technology-driven experience. A recent study of female millennials⁶ found several key insights:

- 65% of respondents have purchased makeup using their smartphones
- 67% of respondents are more likely to buy makeup if it comes with a tutorial on how to create popular looks
- 72% of respondents report that they conduct product research online before they come into the store

There is tremendous opportunity for digital marketers to create an innovative brand experience based on how millennials shop for and discover beauty brands today.

Interested in learning more about how you can distinguish your brand and empower your customers?

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Enhance the purchase experience with meaningful digital connections



Now you can heighten the consumer journey with just the right information at the right moment of need.

The solution

Innovative brands have a mobile first marketing strategy and understand that millennials now value "experience" over items. Personal care purchases lend themselves to unique and personal digital experiences that make the entire process something they enjoy.

Know what they are looking for

What's more, smart retailers are noting that young men are becoming more concerned about their appearance and value the ease of their smartphone to check out products. And for women, according to Ethelbert Williams, Chief Marketing Officer at InstaNatural LLC: "It's important to curate an experience for her that allows our brand to be discoverable along her shopping journey."⁷

ThinFilm's CNECT™ software platform integrated with SpeedTap™ or OpenSense™ tags enable brands to influence the consumer journey without interference from social platforms, online marketplaces or search engines. What's more, brands are empowered to make the most of any shopping moment – by sustaining a direct, responsive dialogue with a consumer throughout the buying experience:

- **Helping consumers look and feel their best** – Turn loyal customers into advocates by encouraging them to join your social network and share tips, photos, or short video tutorials with fellow followers – providing that sense of affirmation they are looking for.
- **Let's get personal** – Unique IDs assigned to each SpeedTap or OpenSense tag create the perfect opportunity for one-to-one marketing. Shoppers receive content that is personalized to their shopping preferences and contextualized to their purchase experience.
- **A focus on pure and authentic ingredients** –ThinFilm's solution can provide dynamic sensing capabilities and elegant, non-obtrusive anti-counterfeit protection to individual bottles, jars or tubes, reassuring buyers that what they've chosen is safe and authentic.
- **Offers, loyalty rewards, instant reordering** – Today's value-conscious consumer is always shopping for a deal. Helping them meet that personal need through ThinFilm's direct consumer engagement solution will set your brand apart, while providing easy, instant e-commerce capabilities to simplify reordering and build loyalty.
- **Create and manage your own campaigns** – Direct access to first-party data allows beauty brands to control and refine campaigns quickly, based on consumer shopping preferences and habits.



¹ "Millennials Dominate US Beauty Market," eMarketer December 14, 2016

² "The U.S. Beauty and Cosmetics Market expected to exceed \$62 billion in 2016," MarketResearch.com, January 26, 2016

³ "Size of the global male grooming market from 2012 to 2023," statista, 2017

⁴ Williams, Ethelbert, "Designing Brands for the Consumer's Purchase Journey," CMO Stories, GCI Magazine, February 2017

⁵ Shapouri, Beth, "The Way We Buy Beauty Now," Racked, May 26, 2016

⁶ "Millennial Shopping: By The Numbers," GCI Magazine, January 2017

⁷ Williams, Ethelbert, "Designing Brands for the Consumer's Purchase Journey," CMO Stories, GCI Magazine, February 2017

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