FULLSCREEN USES DATA DRIVEN INSIGHTS TO LAND MAJOR COSMETICS CLIENT

Fullscreen Empowers Women with The Bold Lip, Self-Care, and the Power of Community

AT A GLANCE: Fullscreen had the opportunity to pitch a large beauty brand to run their “Bold Lip” Anniversary Campaign, competing against many other big agencies to win their business.

The agency used NetBase’s social media analytics to set them apart from the competition, wowing the client with a data driven pitch that not only identified how women felt about the company’s brand, but also discovered consumer and cultural insights that were obstacles to wearing a bold lip. These insights empowered their campaign to capitalize on the current trend of self-care to evangelize the power of the bold lip, resulting in an increase in awareness for the brand, with their lipstick acting as the conduit for building confidence and community for their consumer. This campaign pitch not only landed Fullscreen the beauty account, but was the foundation of the most successful campaign of the year for the beauty client, paving the way for a long-term client-agency partnership.

CHALLENGE: Understanding What Drives Women to Wear a Bold Lip

HOW WOMEN FEEL ABOUT THE BOLD LIP
Fullscreen dug into NetBase social analytics to first get a good understanding of how women feel about lipstick, specifically how they feel about a “bold lip”. Digging into consumer conversations around the bold lip, they found that most women describe their everyday makeup style as natural, not bold, but when they do wear a bold lip, it makes them feel beautiful (insert). They also discovered that while women love the look of a bold lip, they lack the confidence in wearing it. But, when she does rock a bold lip, she wants to talk about it on social.

WHY AND WHEN SHE WEARS A BOLD LIP
Fullscreen continued to look at the conversation around the “Bold Lip” categorically to better understand the reasoning behind wearing a bold lip. They discovered women wear lipstick as a last-minute refresher before she heads out the door, to celebrate special occasions, as a way to express individuality, to feel pretty, and as a pop of color.

HOW WOMEN FEEL ABOUT THEIR CLIENT’S LIPSTICK
When looking at the conversations specific to their client’s lipstick, Fullscreen found the conversation was highly positive, with consumers saying they “leave lips silky soft, offer a great assortment, have stunning shades,” and
that it’s their “favorite drugstore lipstick”. Since the conversation was very positive around their client’s lipstick, this gave them a good base to build their campaign since consumers already liked their products and discussed them on social media.

**HOW THEIR BRAND COMPARES TO TOP COMPETITORS**

While the conversation around their brand was highly positive, Fullscreen discovered their client’s brand mentions and engagements were much lower than their top competitors. They also discovered that women weren’t really embracing the campaign hashtag, with only 3% of the brand mentions being associated with the hashtag.
**SOLUTION:** Baseline Understanding of The Bold Lip, Societal Perception and “Self Care” Trend Present the Opportunity to Shift the Conversation with their Client’s Lipstick as the Hero

All this research around the lipstick category, including how women view wearing a bold lip and how they talk about their client’s brand gave way to strong baseline insights that shaped the strategy of their campaign.

While consumers have a strong affinity for the product on social media, their connection to the brand is lacking and doesn’t impact overall brand perception. In addition, they discovered that rocking a bold lip comes with a set of societal “rules” on when it is appropriate, which can lead to a lack of confidence. Lastly, in this day and age, Millennial females are prioritizing “self-care”, with which comes an increased self-confidence, a core pillar of their wellness journey.

**RESULTS:** “More Firsts, More Confidence, More Reasons to celebrate”

Uncovering insights about how women feel about the bold lip, current societal perceptions, and the age of “self-care” gave Fullscreen their North Star to guide their campaign strategy. They used these insights to position the bold lip as an opportunity to instill confidence in women, with the tag line “more firsts, more confidence, and more reasons to celebrate”, using their clients lipstick as the vehicle to propel the message of self-care and confidence, all while building community. This gave their client’s brand an opportunity to shine as the conduit for positive change and empowerment.

This campaign was the lipstick’s most successful campaign to date, leading to an increase in brand awareness, a stronger brand affinity, and a strong rise in organic engagements, all while spreading the message of confidence and community, with their product at the heart of the conversation.

This campaign, as with every successful data driven campaign, proves there is an inherent story in the data, if only for those wise enough to look for it and bring it to life. Any data driven campaign first starts with someone’s earnest conversation, that collectively brings the bigger picture into focus, resulting in campaigns that resonate and strike a chord with their intended audience.

**RESULTS:**

- Data-driven pitch helped Fullscreen win the account of the world’s 3rd largest beauty brand
- Delivered the most successful campaign to date for the lipstick brand
- Propels client’s product as a conduit for change, casting them in a positive light with positive brand attribution
- Grew customer base substantially by fostering the message of confidence, empowerment and community
THE NETBASE SOLUTION

NetBase enables progressive brands and agencies to see their brand through the eyes of their consumers and take a data-driven approach to support their most important business initiatives. Recognized as a leader in enterprise social listening by Forrester, NetBase is proven to increase revenue, reduce cost, improve productivity, and manage risk.

WITH THE NETBASE PLATFORM:

• Instantly surface global insights across the social web, spanning 199 languages from over 300M sources

• Understand every post in real-time, surfacing sentiment, emotions, behaviors, and much more with NetBase Patented Language Processing

• Make instant and accurate decisions by integrating social media data with business KPIs in real-time NetBase LIVE Pulse dashboards

• Manage risk by being the first to know and quick to respond with the most comprehensive Alert Suite

• Receive best-in-class on-boarding, support, and consulting services across your entire organization

NETBASE BENEFITS:

• Leader in Social Analytics—according to Forrester

• 99.5% customer satisfaction rate

• 9X faster than competitors

• 70% more accurate than competitors

• Fastest growing social analytics company

ABOUT NETBASE QUID

NetBase Quid is the next generation consumer and market intelligence platform, delivering contextual insights to reveal business trends, connect with consumers, and understand the story behind competitors and the market. The platform uses advanced artificial intelligence to process billions of indexed resources across all forms of structured and unstructured data, empowering our brand, agency and consulting services customers to make smart, data driven decisions accurately, quickly and efficiently.