

## Meet the Beauty Network



## About BeautySouthAfrica.com



The website has a monthly unique readership of **36 865**.

BeautySouthAfrica is accessed **53 826** times a month with **149 736** pages viewed.

**34.9%** are regular readers.

**65.1%** are new visitors.

BeautySouthAfrica offers cost-effective and innovative ways to reach a niche consumer market where they spend the majority of their time – **online.**

## About the Beauty Network



The **Beauty Network** is a community of Beauty South Africa readers who **regularly engage** on the website.

Beauty Network members are invited to **test and review beauty products** suited to their unique lifestyle and beauty routines.

BeautySouthAfrica has **3795** registered Beauty Network members.



## About the study



BeautySouthAfrica surveyed **643** Beauty Network members in order to gain **valuable insight** into this community.

We were interested in the demographics of each reader, their location, every aspect of their beauty routine, brands they love and how much they spend on them.

The survey is hosted on the website, allowing Beauty Network members to conveniently submit their information when logging in to their profiles. As a result, this information database is consistently increasing.

**In-depth knowledge** of this community and a **highly targeted** trial team selection process ensures that your product is distributed to your **specific target market**, increasing post-trial purchases.

Contact our Advertising sales department in order to discuss opportunities for your brand.

## Getting to know the Beauty Network member

The Beauty Network member is  
**female (99%).**



**37%** reside in Gauteng



**30%** reside in Western Cape



**16%** reside in KwaZulu Natal

### She is in her twenties (34.37%)



**1.1%** are teens  
(aged 11 – 19)



**32.04%** are in  
their thirties  
(aged 30 – 39)



**7%**  
are aged 50+



**34.37%** are in  
their twenties  
(aged 20-29)



**13.22%** are in  
their forties

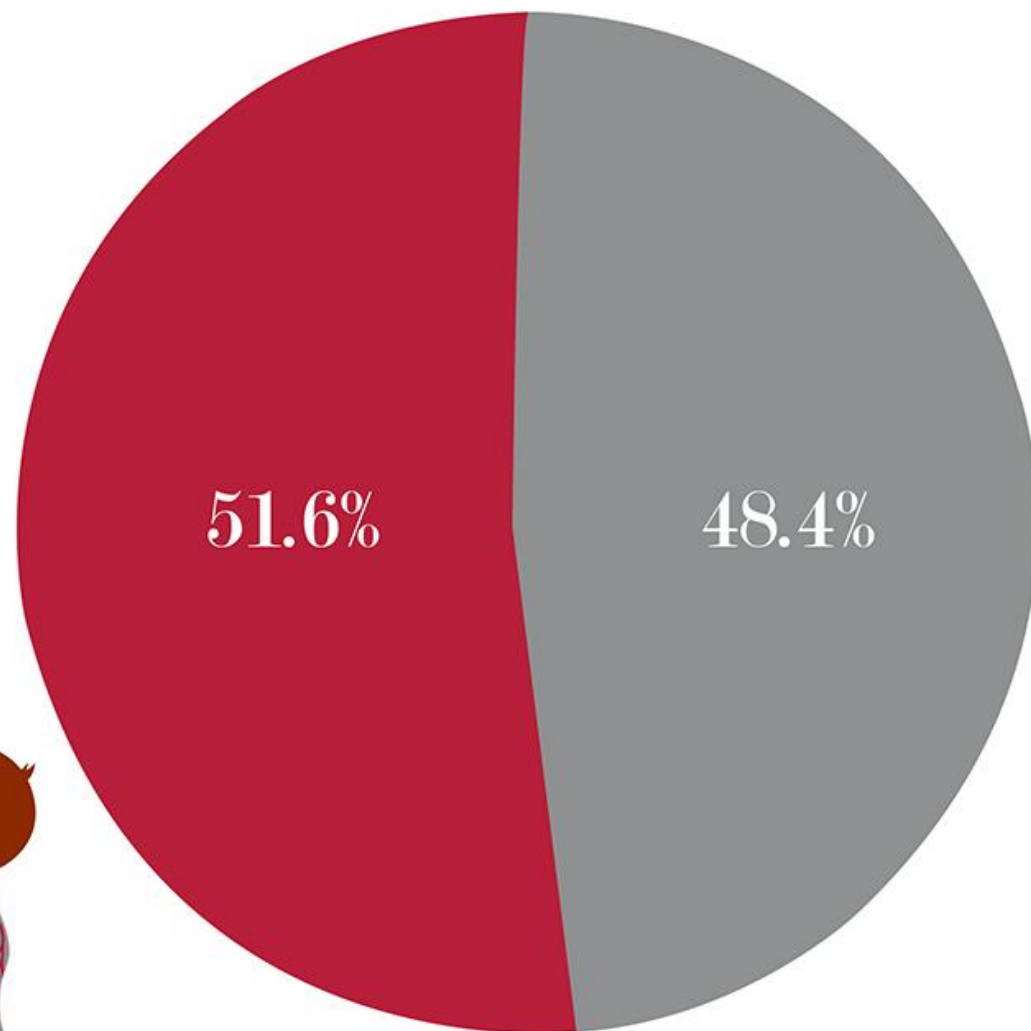
Source: Google Analytics Audience data:

December 2013 | Beauty Network member data: 643 – 18 February 2014

48.4% are mothers

A. Are mothers: 48.4%

B. Non mothers: 51.6%

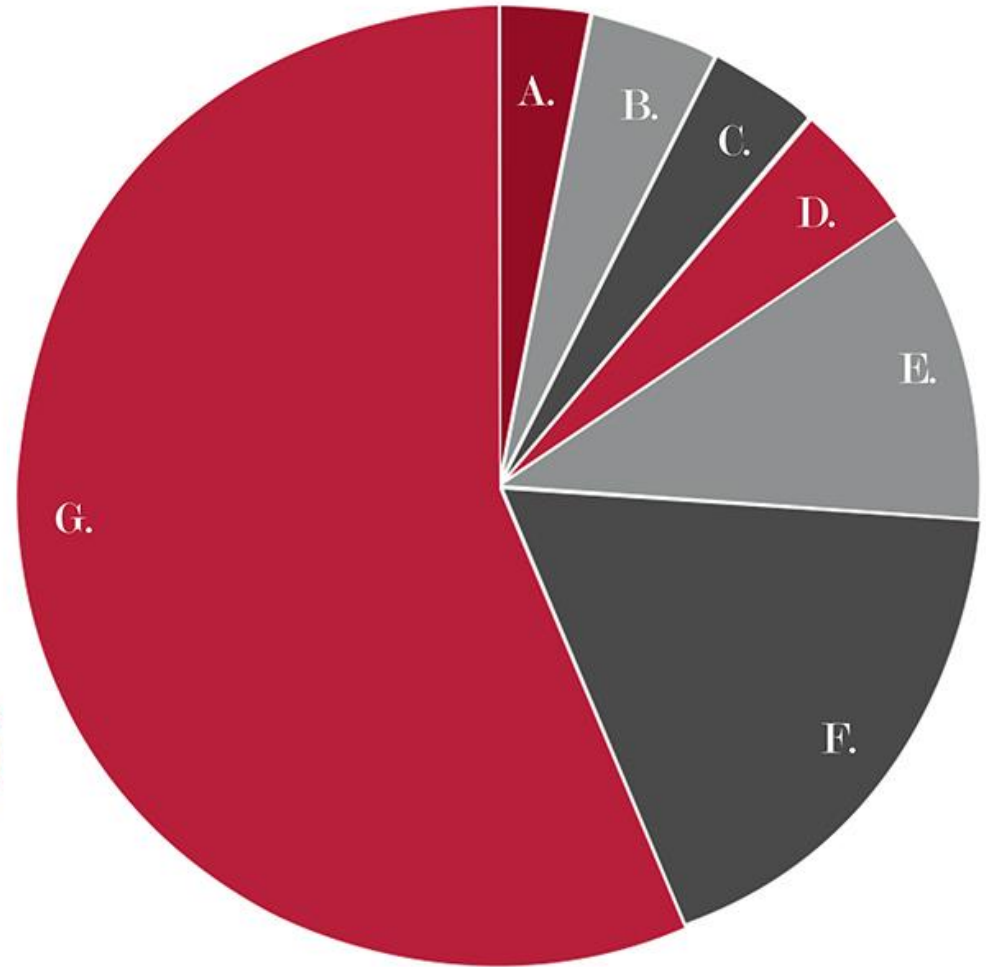


Source: Google Analytics Audience data:

December 2013 | Beauty Network member data: 643 – 18 February 2014

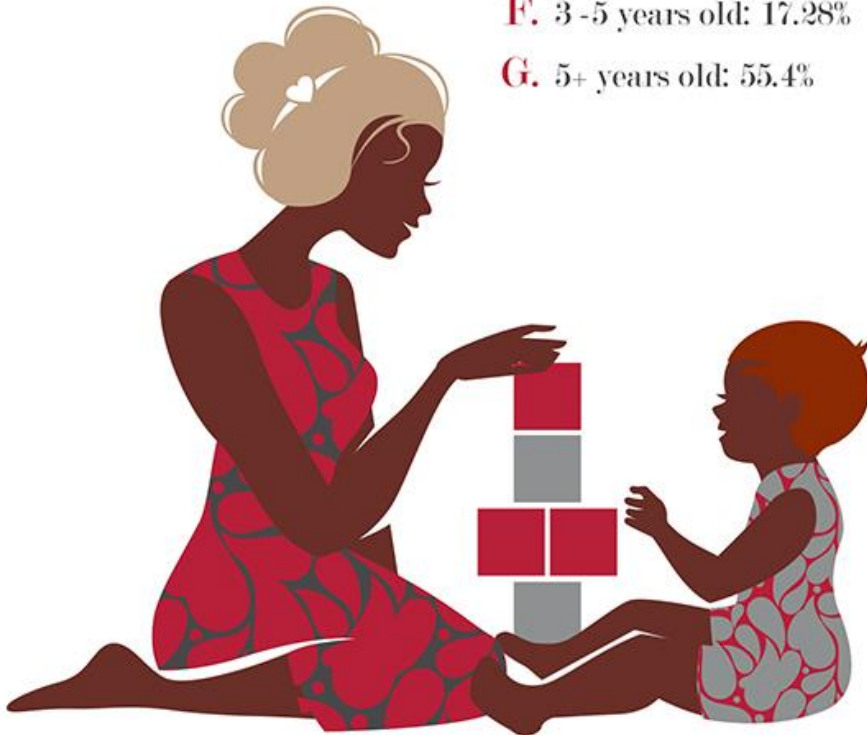
55.48% have children aged older than 5 years

- A.** New borns: 2.99%
- B.** 3 -6 months: 4.32%
- C.** 6 -12 months: 3.65%
- D.** 12 -18 months: 4.32%
- E.** 18 -36 months: 10.3%
- F.** 3 -5 years old: 17.28%
- G.** 5+ years old: 55.4%



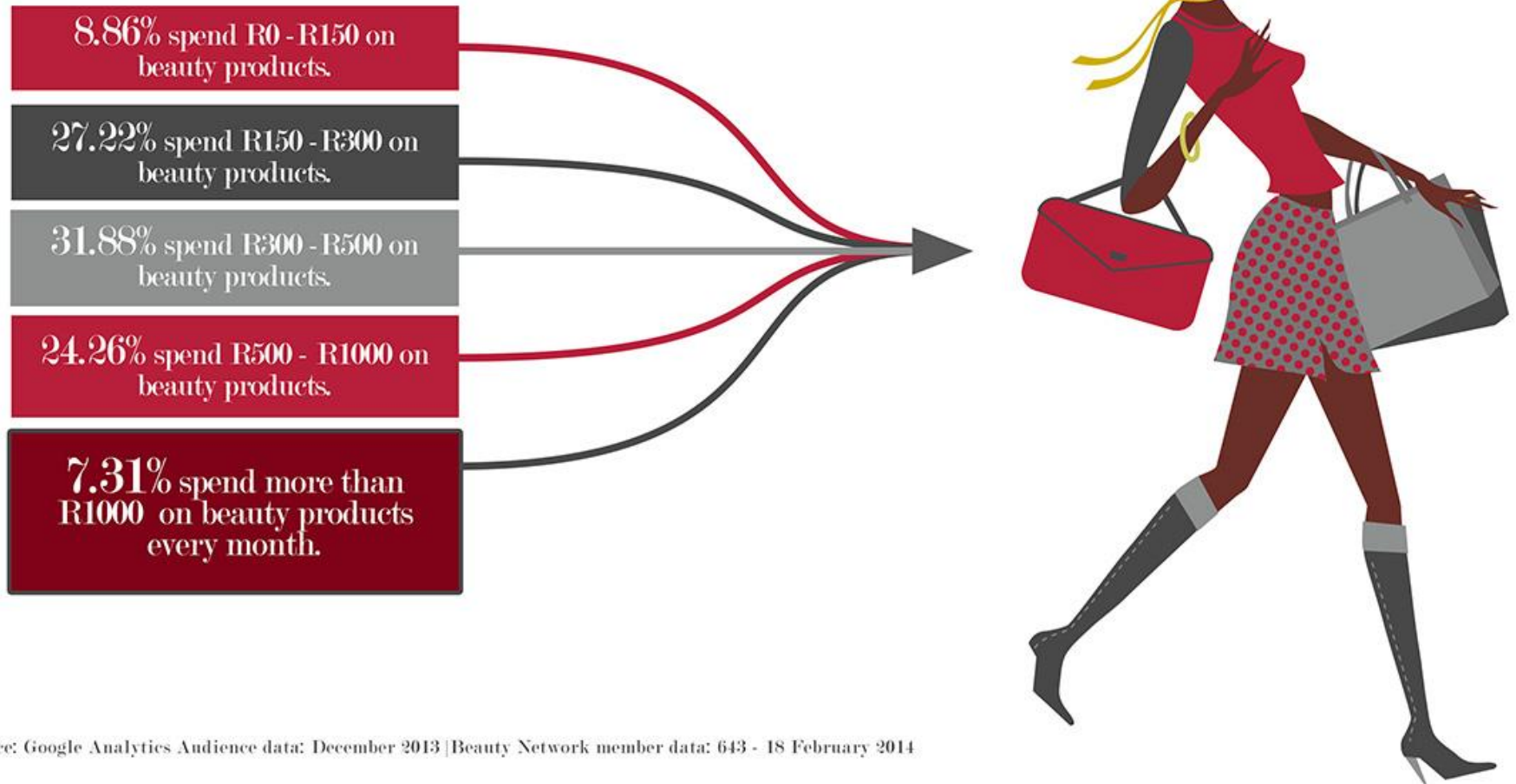
Source: Google Analytics Audience data:

December 2013 | Beauty Network member data: 643 – 18 February 2014





## She is an active beauty product consumer





She uses the following make-up products daily:



Eyeshadow

**46.19%**



Foundation

**57.54%**



Mascara

**79.32%**



Blusher

**48.52%**



Lip gloss

**61.90%**



Lipstick

**53.34%**



Eyeliner pencil

**65.01%**



## She cares about her skin

### Her skin concerns:

**42.30%** worry about ageing / fine lines & wrinkles

**22.86%** worry about uneven tone / pigmentation

**7.78%** worry about oiliness

**8.24%** worry about dehydration

**18.82%** worry about blemishes and acne

### Her skin-care routine:

Her regular skincare routine includes:

Cleanser **85.85%**

Day cream **84.76%**

Scrub / exfoliator **62.05%**

Night cream **59.25%**

Toner **57.54%**

### Skin type

**76.52%** have combination skin

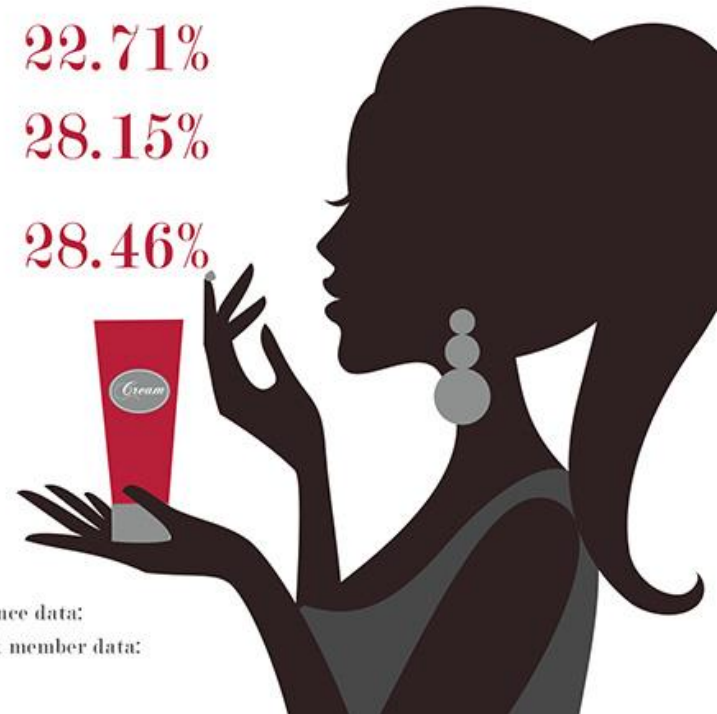
**9.95%** have oily skin

**13.53%** have dry skin



### These are her favourite skin care brands:

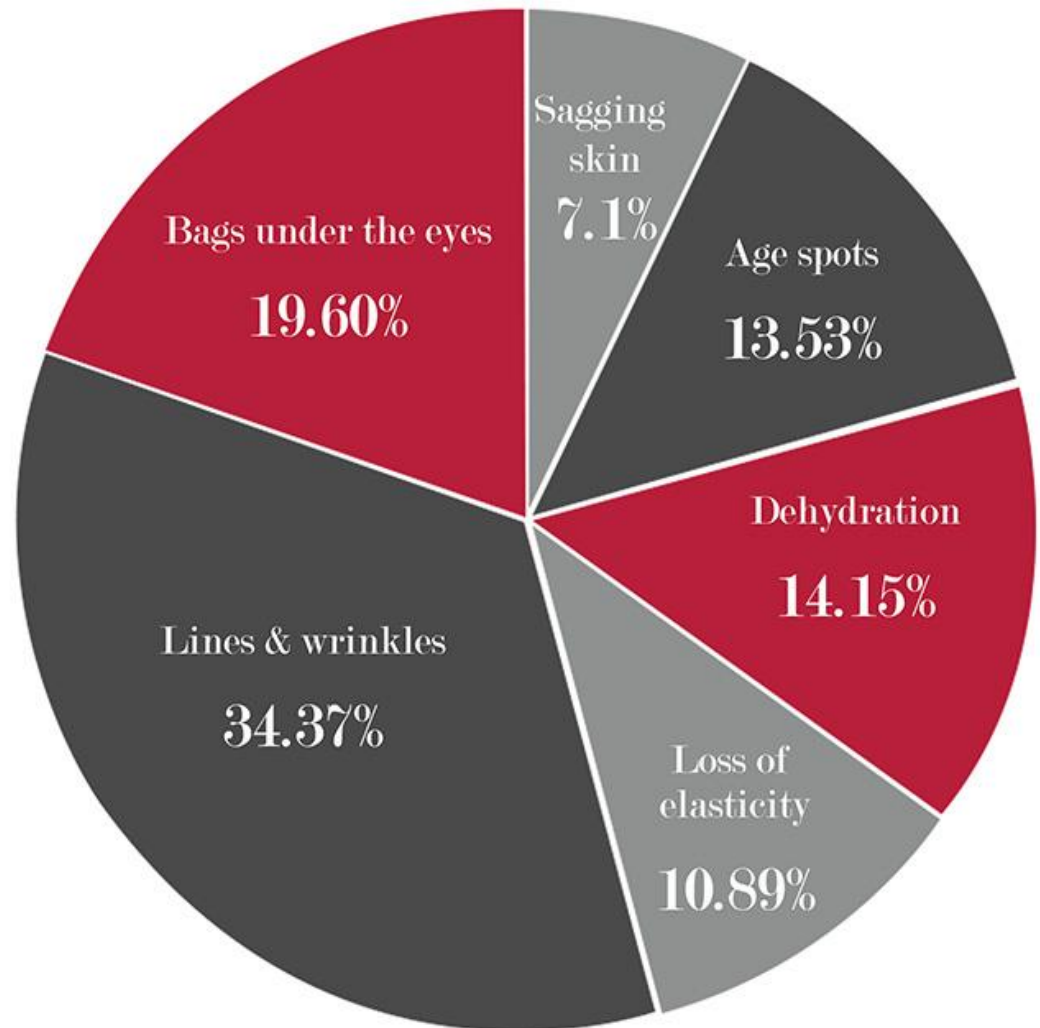
<i>Dove</i>	<b>22.71%</b>
<b>CLINIQUE</b>	<b>28.15%</b>
<b>NIVEA</b>	<b>28.46%</b>



Source: Google Analytics Audience data:  
December 2013 | Beauty Network member data:  
643 - 18 February 2014

## Common ageing concerns are top of mind

Her main ageing concerns are lines and wrinkles (34.37%) and bags under the eyes (19.60%).



Source: Google Analytics Audience data: December 2013 | Beauty Network member data: 643 - 18 February 2014

## She favours a basic body care routine

These treatments form part of her regular body care routine:



She uses these products on her hands and feet:



When shopping for body care products, she prefers these brands:





## She prioritises hair care over her general beauty routine

When shopping for hair care products, she prefers these brands:



43.86%

Dove

27.22%



26.59%



She would describe her hair texture as:



Fine and / or thin

27.84%



Medium

25.66%



Frizzy

17.26%



Curly

13.53%



Slightly coarse

10.11%



Very coarse

4.67%

These products form part of her hair care routine:

Heat protector spray

53.91%

Hair oils

48.37%

Hair masks

44.01%

At-home hair dye

37.79%

## She's receptive to advice



**79.16%** would purchase a product if they sampled and liked it.

**44.63%** would purchase a product if it is recognised / recommended by a beauty magazine.

**36.86%** would purchase a product if it is recommended by a family member.

**18.04%** would purchase a product if it is new on the market.

## Facebook and Twitter are her preferred social networks:



**89.27%**



**47.43%**



**42.30%**

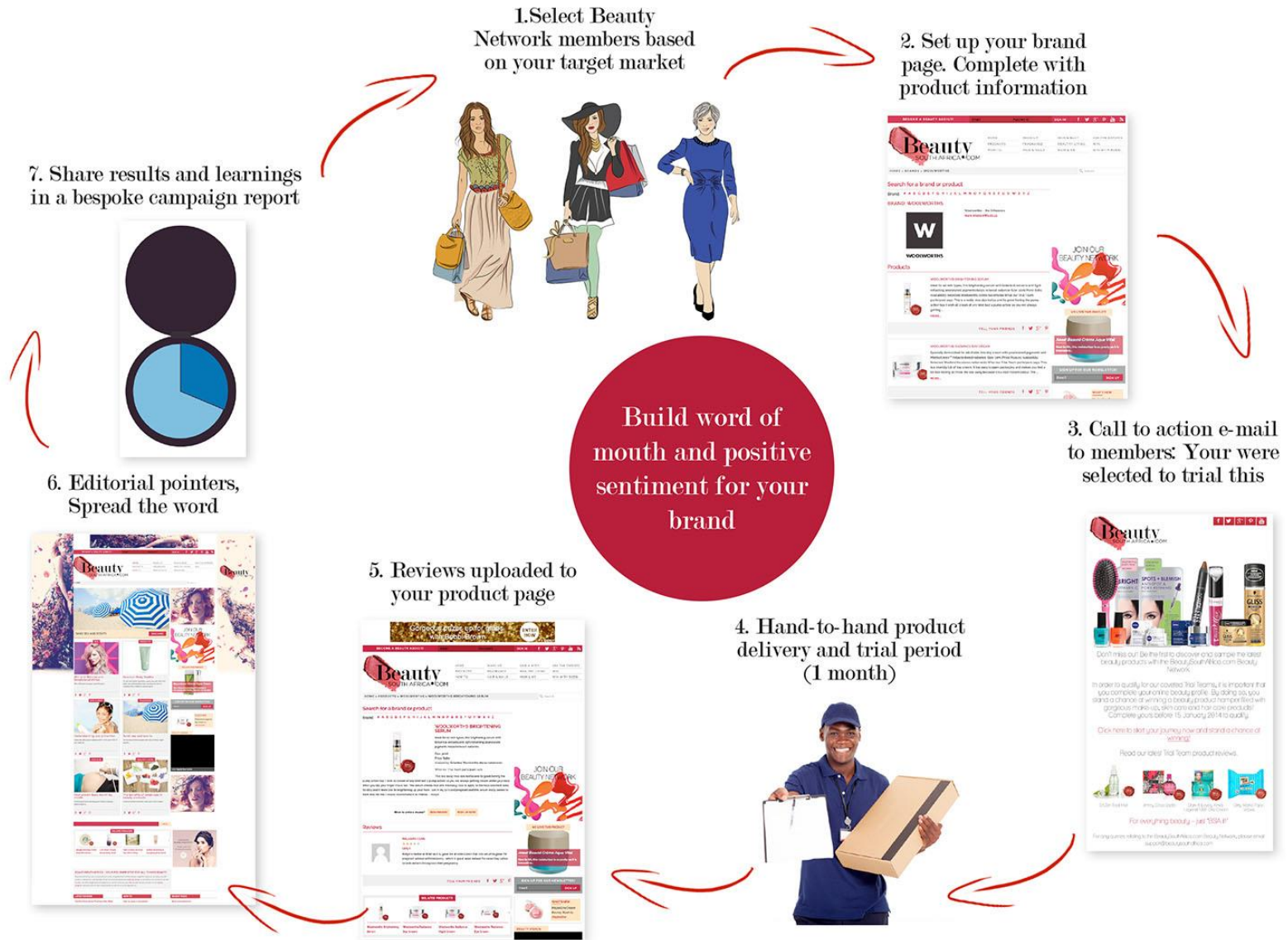


**41.37%**



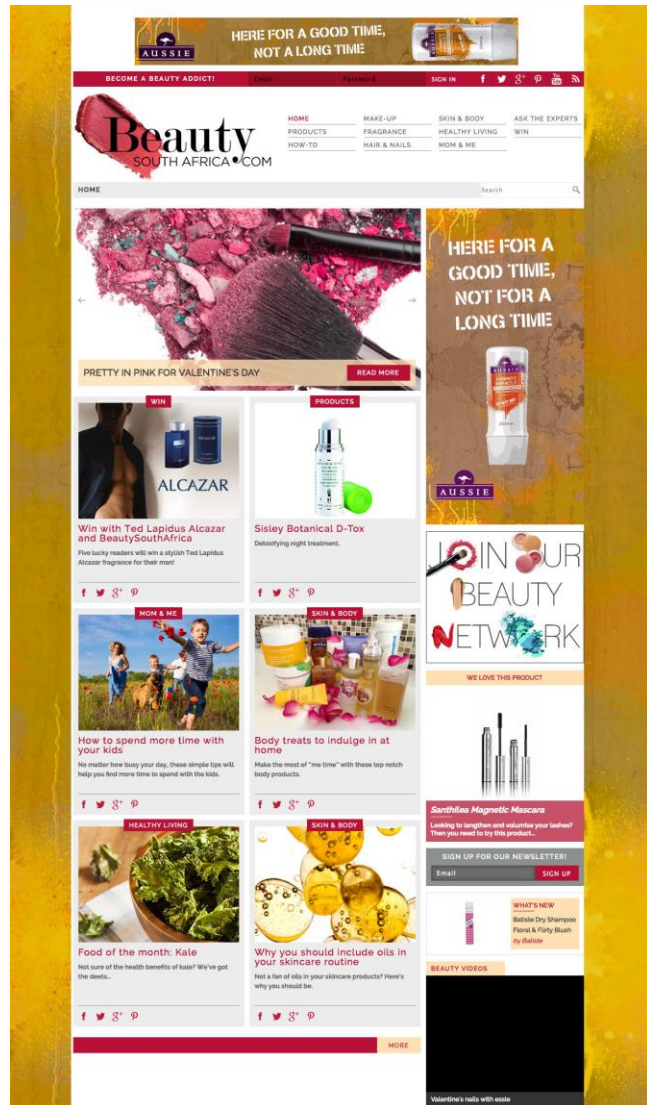
**31.57%**

# How a product trial works





# Advertise with BeautySouthAfrica



## We'll help you reach the right people

Access 50 000 prospective customers who are actively engaged online.

Direct contact with your customer where they are most engaged.

## Build credibility

Objective product reviews will help build brand authenticity and credibility.

## Increase your influence

Assist prospective customers with pre-purchase research.

## Get the brand exposure you need

Get maximum brand exposure across all BeautySouthAfrica.com channels.

## Everything we do is measurable

We'll report on every aspect of your campaign for future planning.



# Thank You



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## BeautySouthAfrica - November 2013

### Website readership

Unique visits: 53 826

Page views: 149 736

Monthly Newsletter: 6 015 subscribers

### Facebook

Page likes: 22 240

Average weekly reach: 44 356

### Twitter

Followers: 4 514

### Pinterest

Pins: 4 413

Followers: 1 122