

4 STEPS TO ACQUIRING CUSTOMERS FROM COMPETITORS

Cosmetics Edition

Gain a 360° View of Customers by Using Connected Data

Step 01

Understand the Gap Between the % of Attitudinal Equity (AE) and Actual Market Share

Cosmetics Category: Mass Merchandise



What It Means & How to Take Action

Revlon is at an inflection point with consumers
because attitudinal equity is at par with market share

Revlon has an opportunity to steal market share from competitors
because market leaders are losing hearts and minds and are vulnerable to decline

Revlon will be competing with some smaller brands to win the hearts and minds that are up for grabs
because Neutrogena, NYX, Almay, and Brand T are poised to grow with attitudinal equity higher than market share

Step 02

Identify the Size of the Prize



Revlon has an opportunity to acquire more current category purchasers from its competitors by understanding the Competitors' Flight Risks, or the potential brand switchers.

Revlon's Loyalty Segmentation

Potential Switchers



How to Take Action

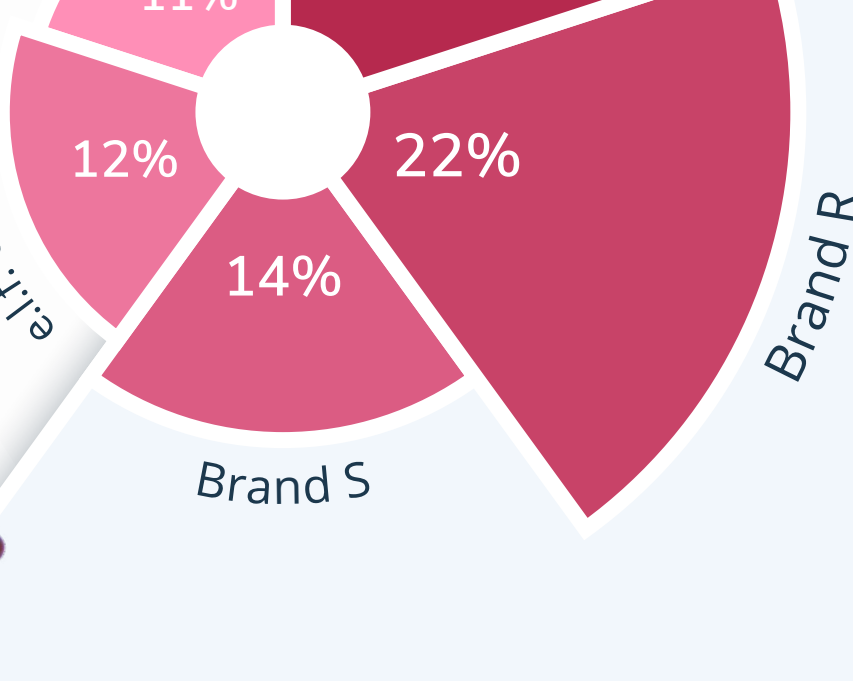
Revlon has low market share and has the opportunity to convert the potential brand switchers to brand loyalists.

Because there is a large percentage of competitor flight risks in this category, Revlon should try to win them over, especially since the two largest market leaders are vulnerable due to their attitudinal equity being lower than market share.

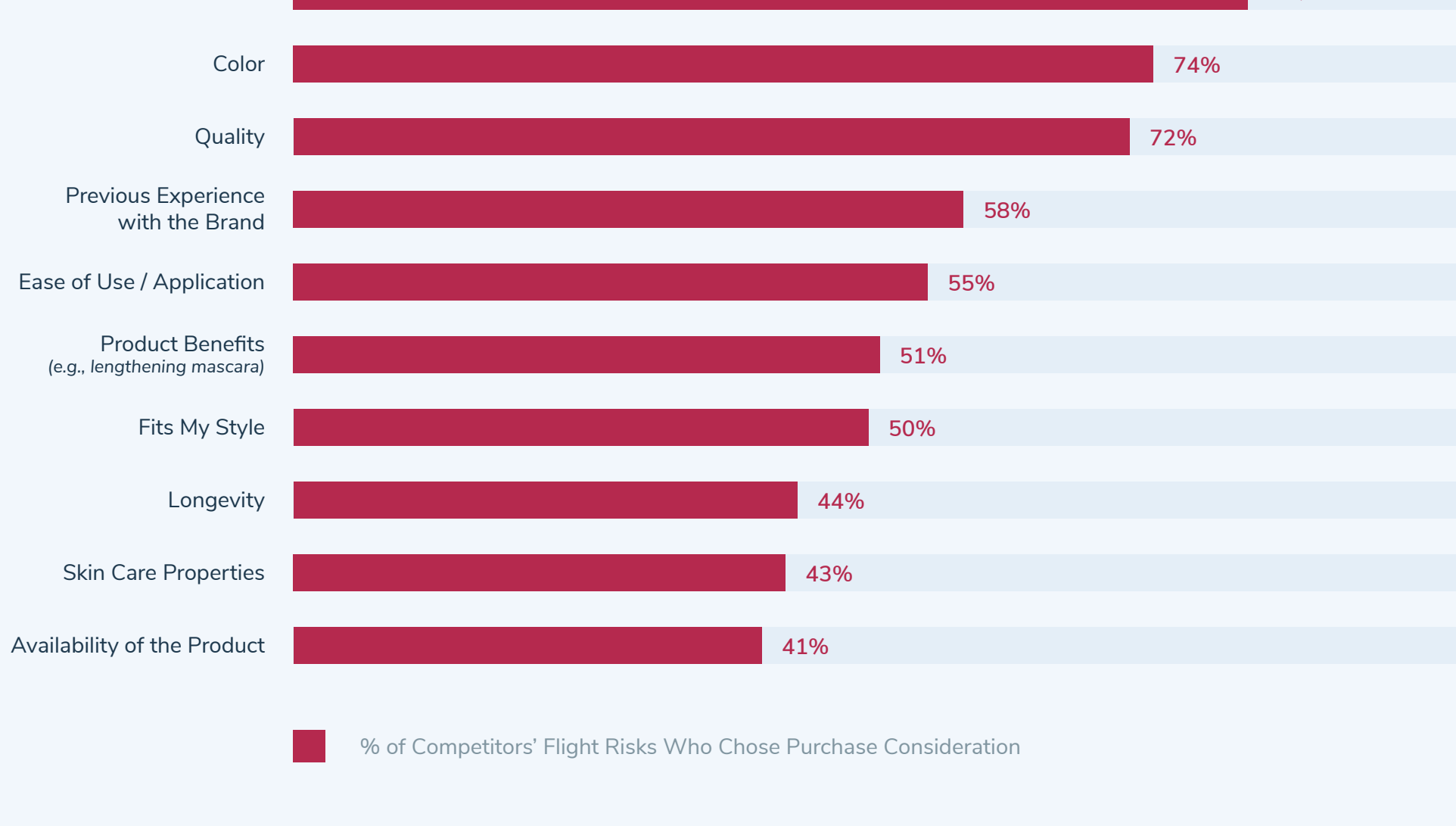
Step 03

Capitalize on the Competitors' Flight Risks

Know Which Brands Have the Highest % of Flight Risks for the Taking



Understand These Consumers' Most Powerful Purchase Considerations



How to Take Action

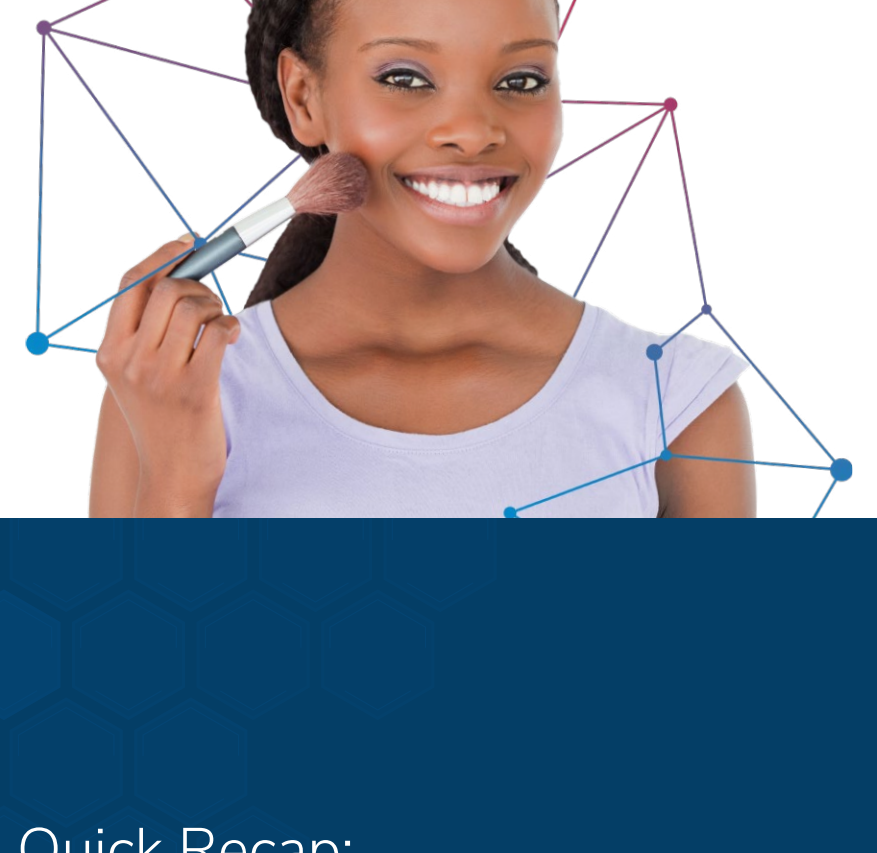
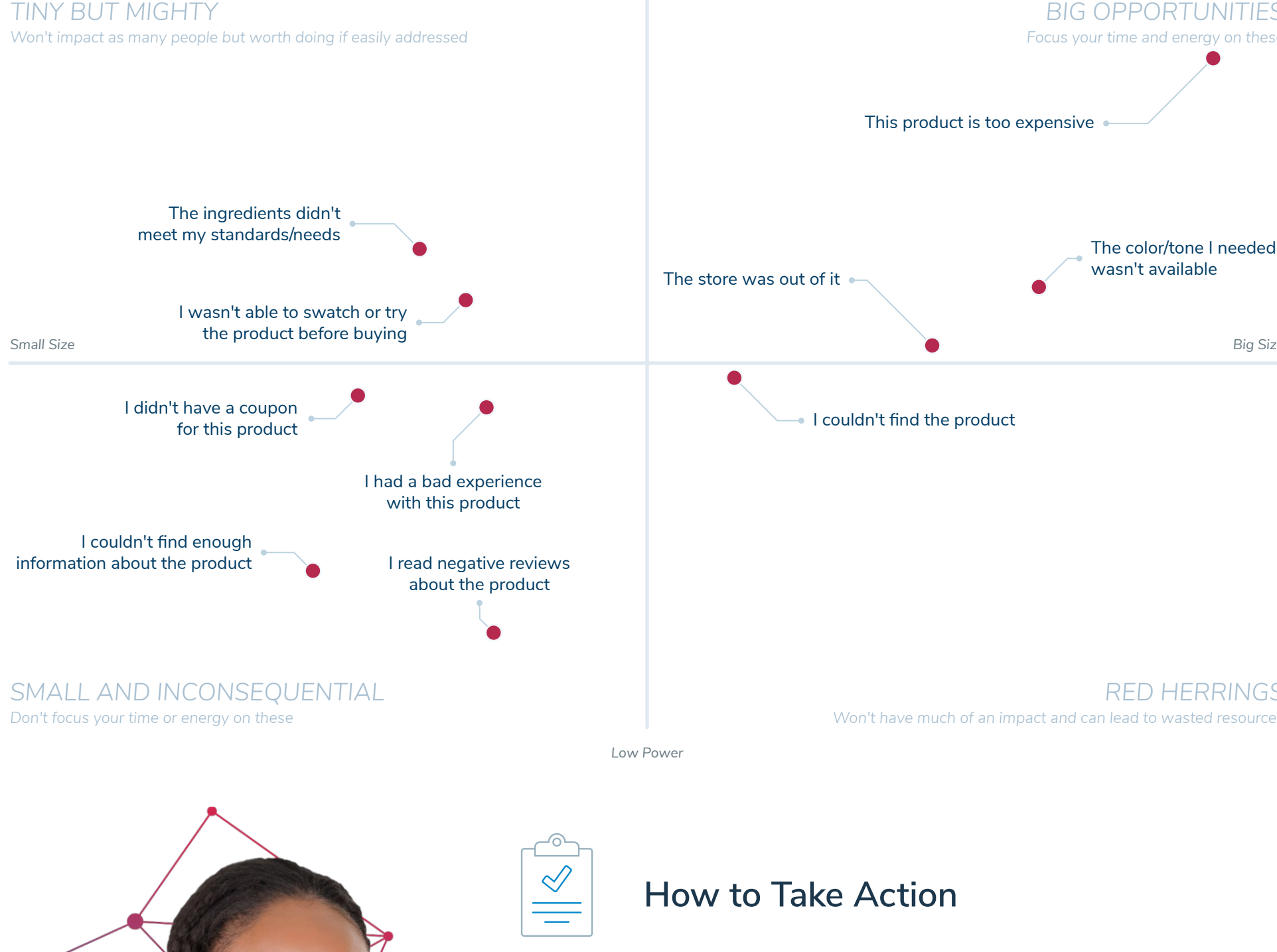
Beyond price, which is a shared concern across brands, focus on perceived quality and experience with the brand, which drive purchase consideration among the Competitors' Flight Risks.

In other findings not shown here, Revlon does well with regard to ease of use/application, quality, and previous experience, so they should try to capitalize on those since they are considerations for the Competitors' Flight Risks.

Step 04

Focus Efforts Where They Will Have the Most Impact

Purchase Barriers



How to Take Action

Offer a variety of colors/tones, avoid out-of-stock issues at the shelf, and stay price competitive to activate the competitor base of flight risks.

In other results not shown here, Revlon performs well on color and quality, which should help them address some of these barriers.

Quick Recap:

The Path to Acquiring Customers from Competitors

- 01 Understand the Gap Between Attitudinal Equity and Market Share
- 02 Identify the Size of the Prize
- 03 Capitalize on the Competitors' Flight Risks
- 04 Focus Efforts Where They Will Have the Most Impact

See another example of how brands can use tailored audience insights to build authentic, relevant products.

See Report