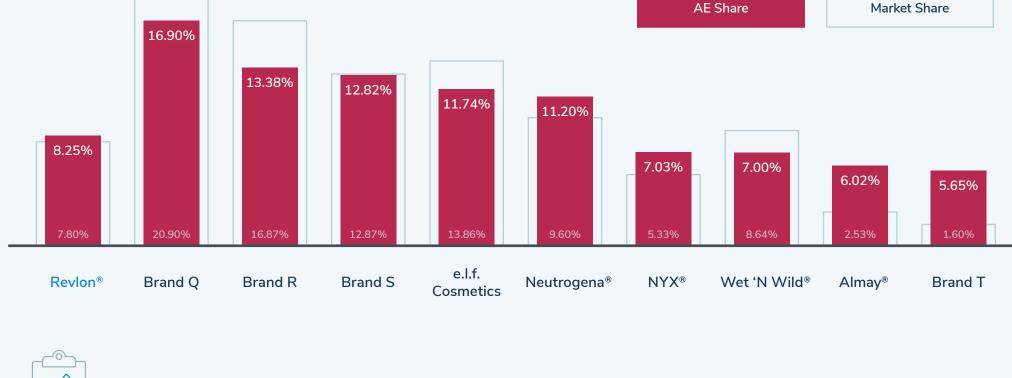
Gain a 360° View of Customers by Using Connected Data

### Understand the Gap Between the %

Step 01

of Attitudinal Equity (AE) and Actual Market Share Cosmetics Category: Mass Merchandise

**AE Share** 





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

higher than market share

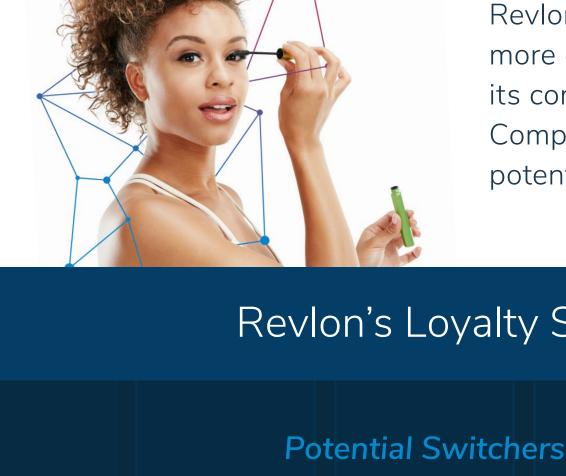
Revion has an opportunity to steal market share from competitors because market leaders are losing hearts and minds and are vulnerable to decline

What It Means & How to Take Action

Revion 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

# Identify the Size of the Prize

Step 02



Competitors' Flight Risks, or the potential brand switchers. Revlon's Loyalty Segmentation

It Highly

OR

Rejectors

Respondents Who Say They Will Never

Purchase Revlon

Brando

24%

22%

12%

Revlon has an opportunity to acquire

its competitors by understanding the

more current category purchasers from

Competitors' Competitors' Revlon's Loyals

Revion's Loyals Flight Risks Flight Risks Purchase Revlon Purchase Revlon Purchase a Competitor Purchase a Competitor Most Often & Rate Most Often & Don't Most Often & Don't Most Often & Rate It Highly Rate It Highly Rate It Highly **PLUS** 37% of Revlon 63% of Revlon Consider Revlon Don't Consider Revlon

Customers

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.

Capitalize on the Competitors'

# Know Which Brands Have the Highest

Step 03

Flight Risks

Longevity

How to Take Action

Skin Care Properties

Availability of the Product

Step 04

TINY BUT MIGHTY

Small Size

Won't impact as many people but worth doing if easily addressed

I wasn't able to swatch or try the product before buying

I didn't have a coupon

I couldn't find enough

information about the product

for this product

<u>Customers</u>

## % of Flight Risks for the Taking Heritrogena ( 11%



44%

43%

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.

41%

% of Competitors' Flight Risks Who Chose Purchase Consideration

In other findings not shown here, Revion 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.

Focus Efforts Where They Will

I had a bad experience with this product

I read negative reviews

Have the Most Impact

This product is too expensive The ingredients didn't meet my standards/needs The color/tone I needed

The store was out of it

I couldn't find the product

**BIG OPPORTUNITIES** 

Focus your time and energy on these

wasn't available

Big Size

**Purchase Barriers** 

High Power

about the product SMALL AND INCONSEQUENTIAL RED HERRINGS Don't focus your time or energy on these Low Power 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. Understand the Gap Between Attitudinal Equity and Market Share

Quick Recap:

The Path to

from Competitors

**Acquiring Customers** 

02 Identify the Size of the Prize

03

See another example of how brands can use tailored

Focus Efforts Where They Will Have the Most Impact

Competitors' Flight Risks

Capitalize on the

audience insights to build authentic, relevant products. See Report

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GutCheck (4)

them with their target consumers more often and earlier on in development. For more information: gutcheckit.com Find us on social media: Copyright © Brainyak, Inc. d/b/a GutCheck 2019. All rights reserved.

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