

Reinventing TV

IT'S NOT ONLY ABOUT DIGITAL

Instead of turning off traditional TV advertising, brands can use it more effectively to connect with consumers, and other platforms

Last year, advertising spend on digital overtook TV for the first time. This came as no surprise to beauty giants Unilever, P&G and L'Oréal, who have spent the past five years shifting their media spend towards digital.

Unilever has reduced the number of traditional ads it makes by 40%, and cut traditional media spend by 10% since 2012. Instead it is spending 120% more on digital and making 50% more digital ads.

P&G relinquished its title as the UK's biggest spender on traditional advertising last year when its spending dropped by 1.4% to £196.8m. And UK consumer goods company Reckitt Benckiser, manufacturer of personal care brands Veet and Clearasil, is also a top ten advertiser on traditional media – but in 2017 it decreased spend by 16.7%.

L'Oréal, which was a relatively early adopter of multiple influencer campaigns, has doubled its spend on digital between 2014 and 2017 to represent 38% of its total media budget.

But what beauty brands are now realising is that TV and digital are not on opposing sides: they do not need to pick one over the other. "Digital

COSMETICS & PERSONAL CARE SPEND ON TV ADVERTISING, 2017



£431m

Source: Nielsen

Cosmetics & personal care is the second highest spending category in TV advertising, after food

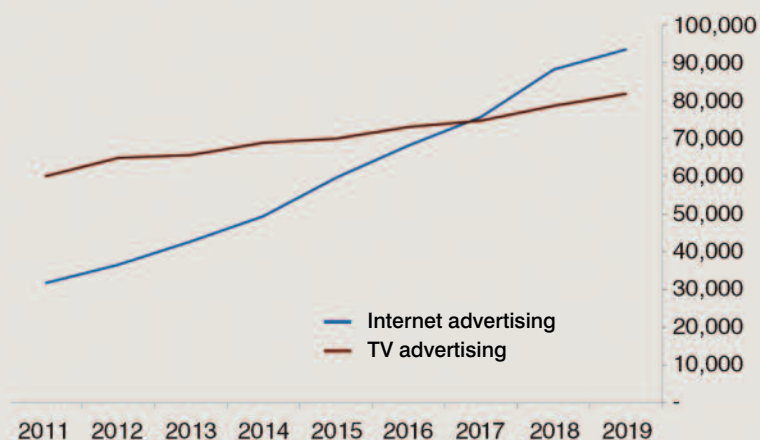


spend has far outgrown traditional advertising, but that said, TV spend is an increasing part of digital from a video on demand (VOD) point of view. Out-of-home (OOH) has been digitised and print partnerships have strong online and indeed strong influencer marketing elements to them," says Maria Cadbury, UK Managing Director of Evolve Media. "There is an evolution to the meaning of traditional – we are seeing TV and OOH digitising and press merging with digital teams in media agencies."

Multichannel migration

The migration towards a multichannel approach, where brands are integrating their campaigns across a number of mediums, has been driven by the change in how video and TV content is consumed. Jodi Katz, founder and Creative Director of Base Beauty Creative Agency, says: "The Gen Z consumer watches programming on a traditional TV but she also watches the same programming on her tablet, computer or phone. She doesn't put TV on a pedestal the way that Gen Xers would. It no longer matters where a brand's story is being told because consumers are joining in the conversation on social even if they see the message on broadcast."

US ADVERTISING MARKET: INTERNET VS TV BUDGETS



Source: PwC Global entertainment and media outlook 2016



“
There is an evolution to the meaning of traditional, we are seeing TV and OOH digitising and press merging with digital teams in media agencies

*Maria Cadbury, UK
Managing Director,
Evolve Media*

And there is a further reason behind the need for a multichannel approach – the traditional use of TV advertising to sell via a one-way push simply doesn't work for today's active consumers. “Beauty marketing at this moment is all about being nimble, clever and connected to the end user. Reaching the consumer via broadcast will always have a role, but our agency and our clients expect creative, non-traditional ways to reach this consumer as a way to fight through the ever-growing messaging clutter in beauty,” says Katz. “We cannot and we do not consider traditional advertising as a one-way channel anymore. At its essence, beauty, like food, has the power to bring people together, and the consumer craves that feeling of connection.”


Digital inspiration


The use of influencers has become a key way for brands to create a sense of connection with consumers, and brands have begun to include influencers in their print and television campaigns.

In January 2018, L'Oréal Paris collaborated with powerhouse blogger Ling Tang (@ling.kt on Instagram) multiple times, producing a new hair styling cream emblazoned with her image and featuring in a gigantic wraparound advertisement



FORECAST GROWTH OF INTERNET ADVERTISING VS BROADCAST TV, 2018-22

 +8.7%

 +2.3%

*Source: PwC Global
Entertainment & Media
Outlook, 2018-2022*

3 WAYS BRANDS CAN USE TV ADVERTISING MORE EFFECTIVELY

Jodi Katz, Founder and Creative Director of Base Beauty Creative Agency, gives clients this advice:



- 1 Think of the TV as just another screen used to access content.
- 2 Spend more time focusing on what programming our consumer is obsessed with.
- 3 Pursue a very integrated programme partnership, such as in-programme placement and digital storytelling with the key performers either in character or as themselves. In really well integrated campaigns, brands can become part of the storylines and consumers can view them as emotionally connected to the story as the characters.

for its Elvive World of Care campaign in London's Piccadilly Circus. Conor Begley, Co-Founder and President of Tribe Dynamics, explains: “Ling was one of the brand's top ambassadors for January, with her \$731.6,000 EMV (Earned Media Value) and 14 posts helping propel L'Oréal Paris into the top ten highest EMV-generating beauty brands for the month.”

According to data from Thinkbox, TV still accounts for the largest proportion of video time at 73% of the total, even for millennials, and numerous studies show it continues to be a highly effective way to build and grow brands. And in the UK, TV advertising actually grew by 8% in the fourth quarter of 2017 according to Nielsen. But brands' use of it will also evolve to speak to consumers in a more relevant way. “For those mega brands that rely on broadcast to reach the widest number of eyeballs, they will start to experiment with hyper-localised and niche communications,” notes Katz. “Mega hair or skin care companies will start to study the sales and awareness impact when they target one city or region with tailored strategies and messages” ●

ACTION POINTS

- Bringing influencer marketing into traditional advertising can be very compelling with the hyper-local targeting an influencer can bring. Maria Cadbury, UK Managing Director, Evolve Media
- According to the Advertising Research Foundation, spending across a combination of TV and digital platforms delivers 60% greater ROI than single platforms.

Summary & outlook

ENHANCE AND EMPOWER

As perfection fatigue sets in, beauty advertising must establish new ideals that reach beyond the surface

As beauty brands back away from unattainable, airbrushed perfection and move towards an honest, positive and stereotype-free version of aspirational beauty, they are ushering in an exciting new era of advertising.

The dawn of responsible advertising could even help to establish new beauty ideals among today's consumers who are Insta- or Snapchat-ready 24/7. "We know that there is an emerging issue of mental wellbeing coming from the rise of visually-led social media, particularly in younger people," says Sara Jones, Partner and Client Services Director of Free The Birds, "The portrayal of people in real life is more worrying than in advertising in some ways, which is at least regulated. Filters, face-tuning, background editing, people are becoming their own brand, their own adverts."

Finding a balance

However, the growing focus of the beauty industry on the health benefits to be gained from a balanced body and mind is one that could increasingly be used to inspire brand communication. "What we look like on the outside will be less important than how we feel on the inside," argues Jodi Katz, founder and Creative Director of Base Beauty Creative Agency. "Serenity may become the ultimate goal in beauty, and advertising campaigns across all channels have the opportunity to reflect this."

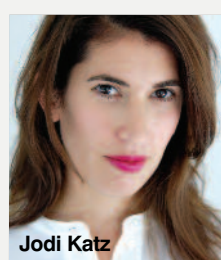
Beauty brands have a golden chance to focus on the emotional benefits of using products, like



Illamasqua used a recent campaign (left) to shine the spotlight on the role of gender in beauty and in society as a whole



Dove #MyBeautyMySay



Jodi Katz

“**Serenity may become the ultimate goal in beauty, and advertising campaigns across all channels have the opportunity to reflect this**

Jodi Katz, founder and Creative Director, Base Beauty Creative Agency

confidence and expression, says Jones. "Knowing your hair is on point or you're rocking a red lip can give you confidence to face the world for a challenging day ahead. Or you can get a tiny mood boost just by glancing down at your fuchsia nails during an interminable meeting."

"If beauty advertising can show that beauty is a tool for people to use during the moments on their life journeys, rather than some 'perfect' destination they can never arrive at, it's a win-win for both. It allows for enhancement and empowerment at the same time," she explains. "This means ads showing how products are used, showing them in real life settings, not just against CGI sparkly backdrop."

Inclusivity for all

Advertising will also continue to champion inclusivity, and find in new ways to celebrate individuals. "I think we'll see more diversity in beauty ideals and that physical or psychological conditions will no longer be a barrier to portraying beauty we all appreciate," says Laura Giffard, founder and Client Director of Perq Studio. "The success of models like Madeline Stuart, who has Down's syndrome, or Lauren Wasser, who has lost both legs to TSS, show us that the time has really come for inclusive beauty to enter the mainstream" ●

EXPERT INSIGHT:

FREE THE BIRDS

What is next for beauty advertising? Sara Jones, Partner and Client Services Director of Free The Birds, shares her views



- 1** We expect to see more diverse representations of beauty, from skin tone, hair texture, age, size and any number of combinations of the above.
- 2** Following on from fashion's lead, like ASOS and Aerie we expect to see less airbrushing and more naturalistic imagery, similar to Glossier.
- 3** We also expect a shift in tone and more open, honest language. Less science speak and more invitations to conversation.