



Representation in Beauty Advertising



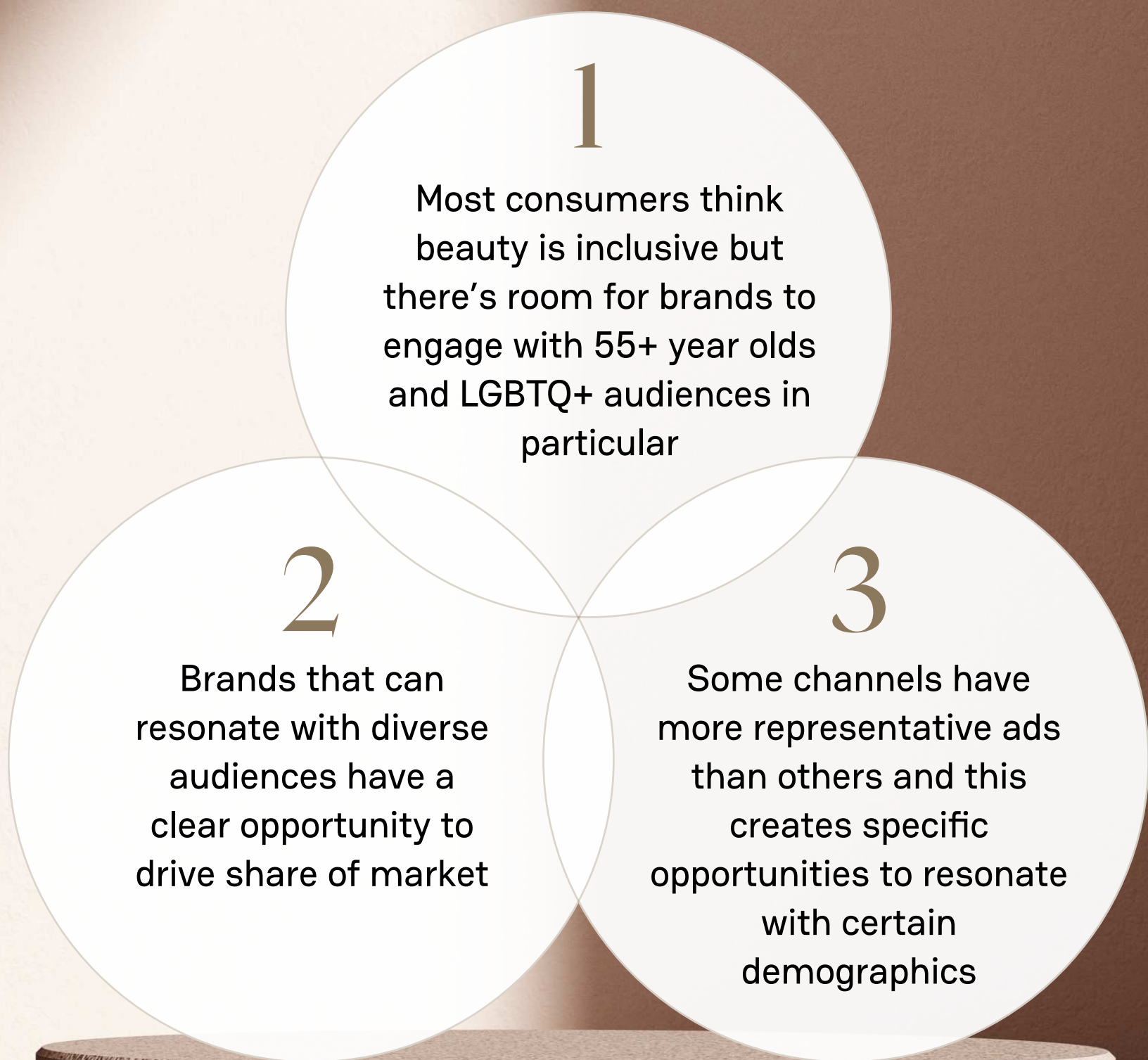
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MEDIA

Representation in Beauty Advertising

Consumers often expect beauty brands to celebrate diversity in all forms, but how much do they actually value it? And how diverse is the beauty landscape perceived?

We conducted a survey of 500 people to understand whether customers think beauty advertising is inclusive and the media channels they feel are most representative.

Our three key findings:



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56% of people think beauty is inclusive

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Visual channels are the most representative, but advertisers are underutilising TikTok

01



56%

of people think beauty advertising is inclusive



Opportunity for brands

Beauty is generally considered to be inclusive. Based on 12 industries we surveyed, 56% is roughly in the middle.

This is particularly true amongst BAME and 18-34 year olds respondents but, surprisingly, not true for 55+ year olds and LGBTQ+ respondents.

Upper-middle class (ABC1s) and women are also more likely to feel that beauty is inclusive.

Beauty has a perceived focus on 18-34 year olds which leaves 55+ year olds feeling less included. There's clear scope for brands to engage with the less engaged 55+ year olds and LGBTQ+ communities and really stand out. Brands that engage with the 55+ year olds and LGBTQ+ communities will stand out.

People who feel beauty is inclusive



02





People will pay more for inclusive brands

38%

of those that feel beauty is inclusive say that they prefer to buy from brands that emphasise diversity and inclusion within their advertising.

There are similar feelings across the board with consumers saying they have positive opinions of brands that represent diversity or avoiding those that don't.

This is true for most diverse audiences as much as mainstream audiences.

Opportunity for brands

Only

21%

of consumers feel well represented by the ads they see.

At the same time consumers say their purchasing behaviour is tied to diversity. The brand that can own this space can steal share of market from the brands that aren't.

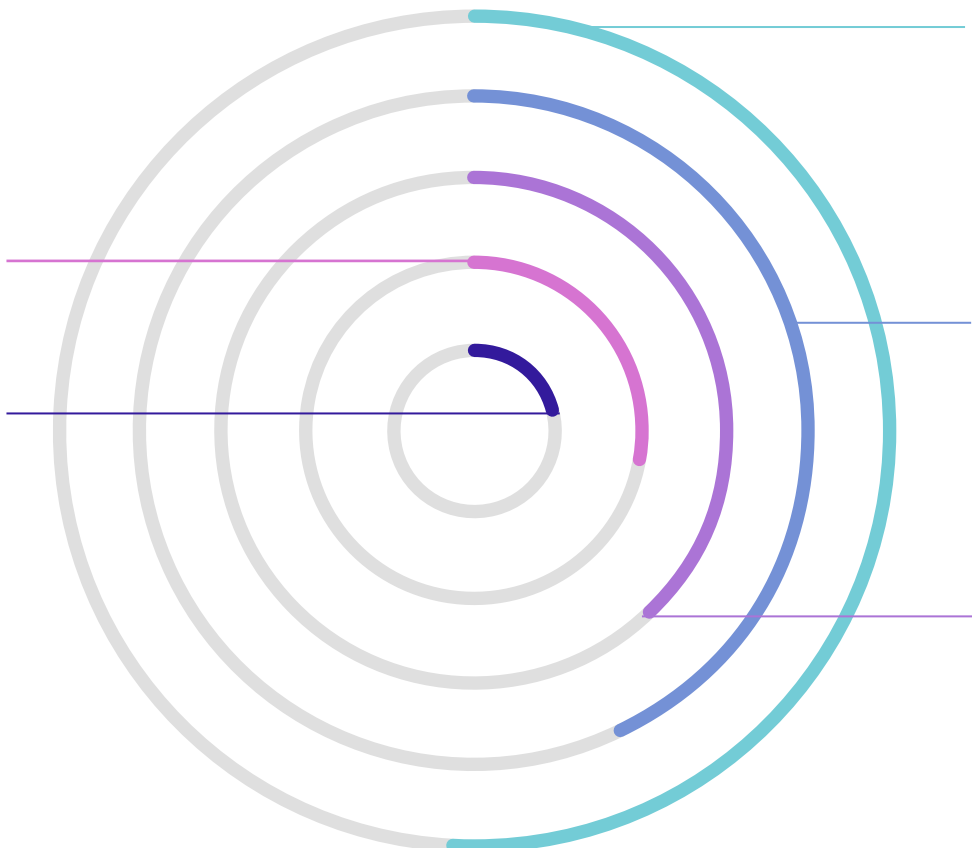
Percentage of people who feel beauty is inclusive

28%

I will actively avoid brands that don't emphasise diversity and inclusion in their advertising

21%

I feel well represented by the advertising I see



51%

I expect brands who emphasise diversity and inclusion in their advertising to reflect this in the way they operate

43%

I am more likely to have a positive opinion of brands that appear in and around content that represents diverse communities

38%

I prefer to buy from brands which emphasise diversity and inclusion in their advertising

03



Visual channels are the most representative, but advertisers are underutilising TikTok



Opportunity for brands

TV, YouTube, Facebook and SVOD are the most representative channels for people who feel beauty is inclusive. This is due to their highly visual nature.

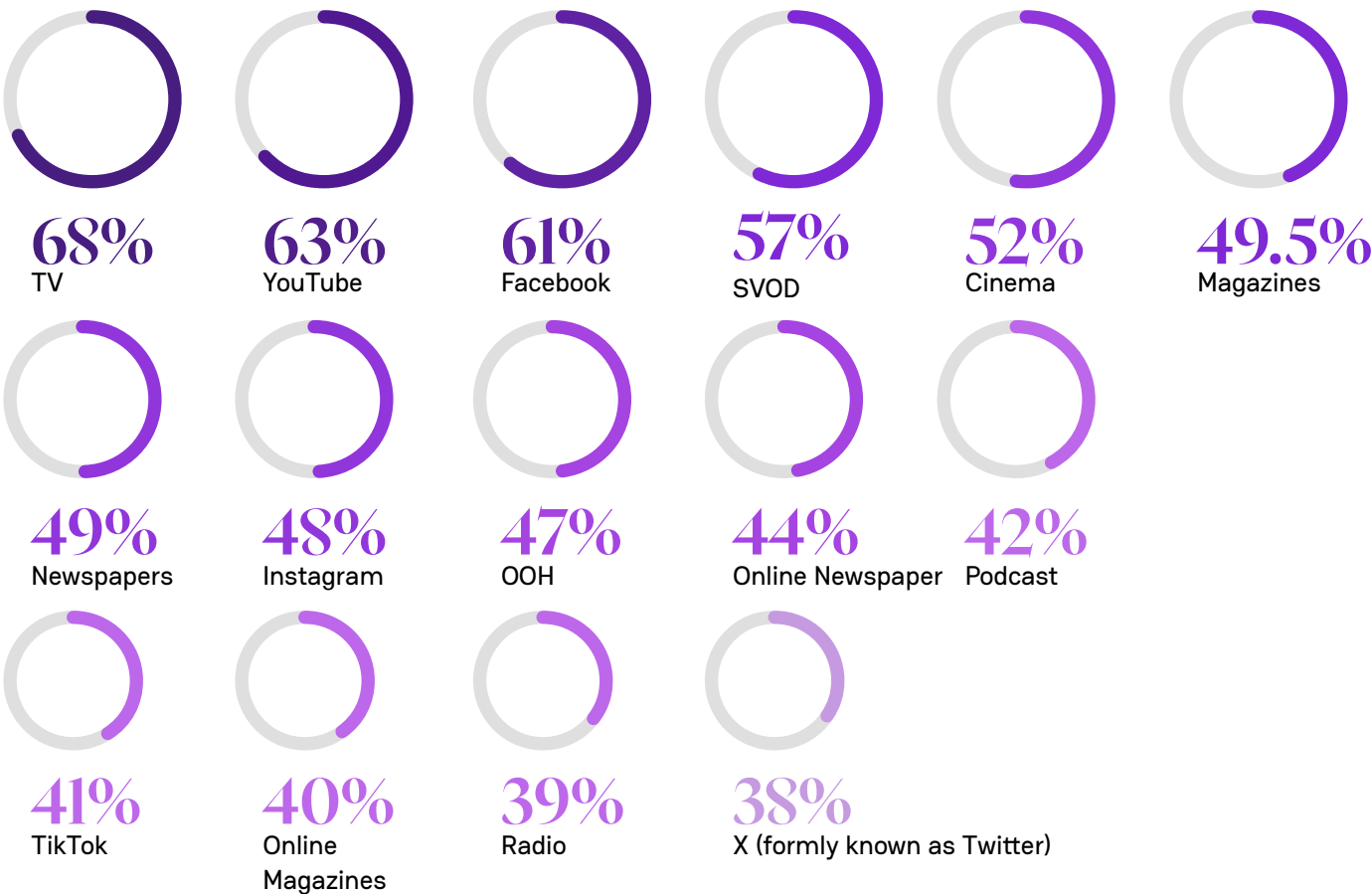
Interestingly, Instagram and TikTok score much lower despite being highly visual platforms.

Examining the data in more detail reveals a clear explanation: brands primarily target 18-34 year olds, with only 16% of 55+ year olds feeling represented on TikTok. We believe this is because brands often treat TikTok as a platform for younger audiences which means they're ignoring older audiences on the platform.

You can find all audiences on TikTok but not ads tailored for all audiences. The brands that target 55+ year olds with representative messaging on TikTok and Instagram could be some of the only representative ads that these people see from beauty brands.

Therefore, there is a significant opportunity for beauty brands to fill a market gap by developing tailored ads for 55+ year olds on TikTok and Instagram.

People that feel beauty is inclusive and find ads in the following channels representative



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