

The Social Shelf

5 Lessons from 1000 launches





CEO, Unilever International
Author “10X productive” – Available at aseempuri.com and Amazon

#1 Social Listening is Blockbuster Innovation



People use Vaseline for many things...

Is petroleum jelly good for dark lips?

Exfoliation: If you want to get rid of the discoloration you should regularly scrub or exfoliate your lips. The easiest way to do it is to **scrub them applying some petroleum jelly and rubbing them with the help of a soft toothbrush for a couple of minutes.** Wash them off with water and gently dry them. 03-Sept-2015

thehealthsite.com
<https://www.thehealthsite.com> › beauty › get-rid-of-those...

Dark lips no more! 5 tips for luscious, pink lips | TheHealthSite.com

Search for: Is petroleum jelly good for dark lips?



Become No.1 in Total Lip Care



Non color lip share ++++



Color lip share +++++

ALWAYS ON DIGITAL ACTIVATION



ECOM FOCUSED GROWTH



MASTERBRAND CAMPAIGN LEADING BRAND ENGAGEMENT

- "Vaseline is protecting healthy skin for my unstoppable journey"



- Media investment: TV, Youtube DV, DA, Influencer comm.



Fastest growing *lip care* brand in the world



#1 in Korea



#1 in Kuwait & KSA



#2 in Netherlands



#3 in Mexico



#4 in Australia



Scaling CIF Worldwide with Social Listening

Highest volume of keywords



Consumer Pain Points/Needs

Powerful tough stain removal and protection of the surface

"I need to know that I can reliably get rid of tough stains that is powerful enough, but at the same time doesn't damage the material"

Effortless. One swipe -or- cleans in a minute

"Cleaning a house with kids at home is very exhausting, I need product that can clean effortlessly without a whole lot of work"

Multi-purpose. Can be used around the house

"I prefer if I can just stick to one product that I can use generally everywhere. So if I can have one of those, I only have to buy one. I can use it for everything."

Australia

>19 M

IMPRESSIONS

>10 M

IMPRESSIONS

9% Share (+100Bps)

Spain

>35M

IMPRESSIONS

>61 M

IMPRESSIONS

7.4% Share (+280Bps)

India

65%

Reach (4x Increase)

131% USG



#2 Social Tribes Are Truly Global





Shea Moisture[®]
Established 1912



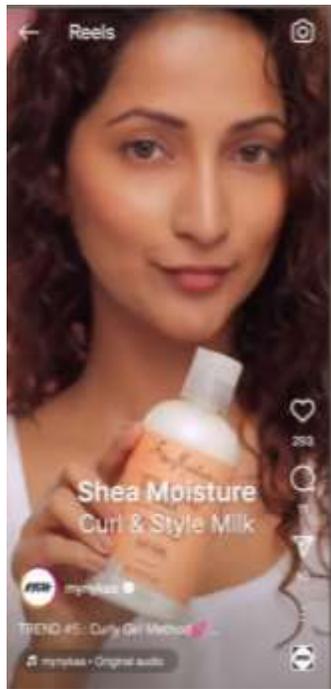
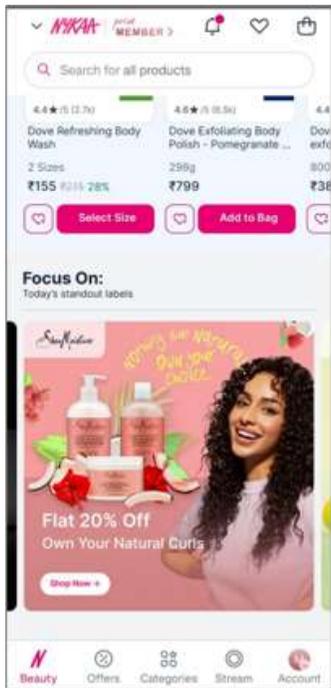
No.1 Hair Brand for Curly Hair
in the USA

Where else is there textured hair in the world ?



Exclusive Retailer Partnership dCom First

Exclusive retailer launch drives strong partnership with focused engagement and investment



Social Commerce on TikTok Shop

Social selling via livestreams on TikTok; strong collaboration with content creators



dCom First Launch

dComm first launch across key players before retail listings to build awareness & reviews



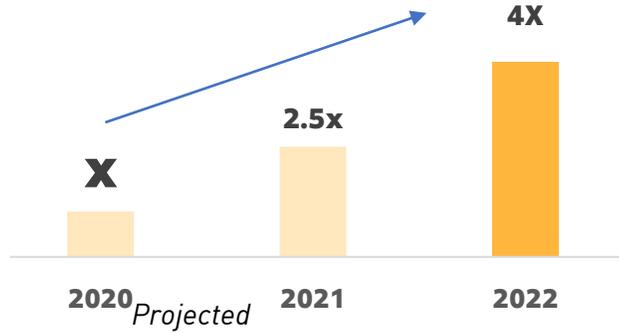
amazon >12M impressions
120K ad sales
18% COAS
4.46% TACOS



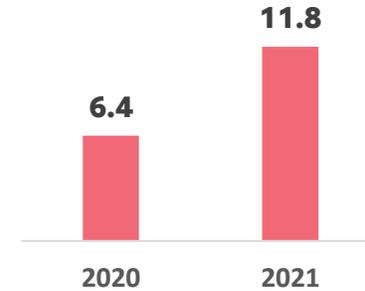
SHEA MOISTURE IN AUSTRALIA : NO.1 SHARE IN 2 YEARS



SheaMoisture TO Growth



Market Share (priceline)



INFLUENCER ADVOCACY & PR



20-30 Community of influencers
With Natural + Textured hair influencers with are consistently engaged! (paid+ seeding)



TRADE MARKETING



High traffic to stores with combination of in-store & ecomm visibility
Tie up with influencers to drive consideration of products



PURPOSE CAMPAIGN



Purpose campaign empowering women of colour & promoting entrepreneurship drove engagement and shares for SM posts



Culture travelling...new social tribes forming



Mukbang ...to SEA



Bolly Hair...to Africa



Slugging...to USA



Pears Brow....?





Vaseline xx *Emily in Paris* Brand Collaboration

Creating talkability with **Communities** via **Culturally Relevant** marketing

SOCIAL-FIRST ACTIVATION DRIVING DESIRABILITY AND CULTURALLY RELEVACY



O2O marketing to maximize collab period

dComm Social-first launch strategy with full funnel digital and in-store assets supporting with teasers, launch and post-launch phases



RESULTS

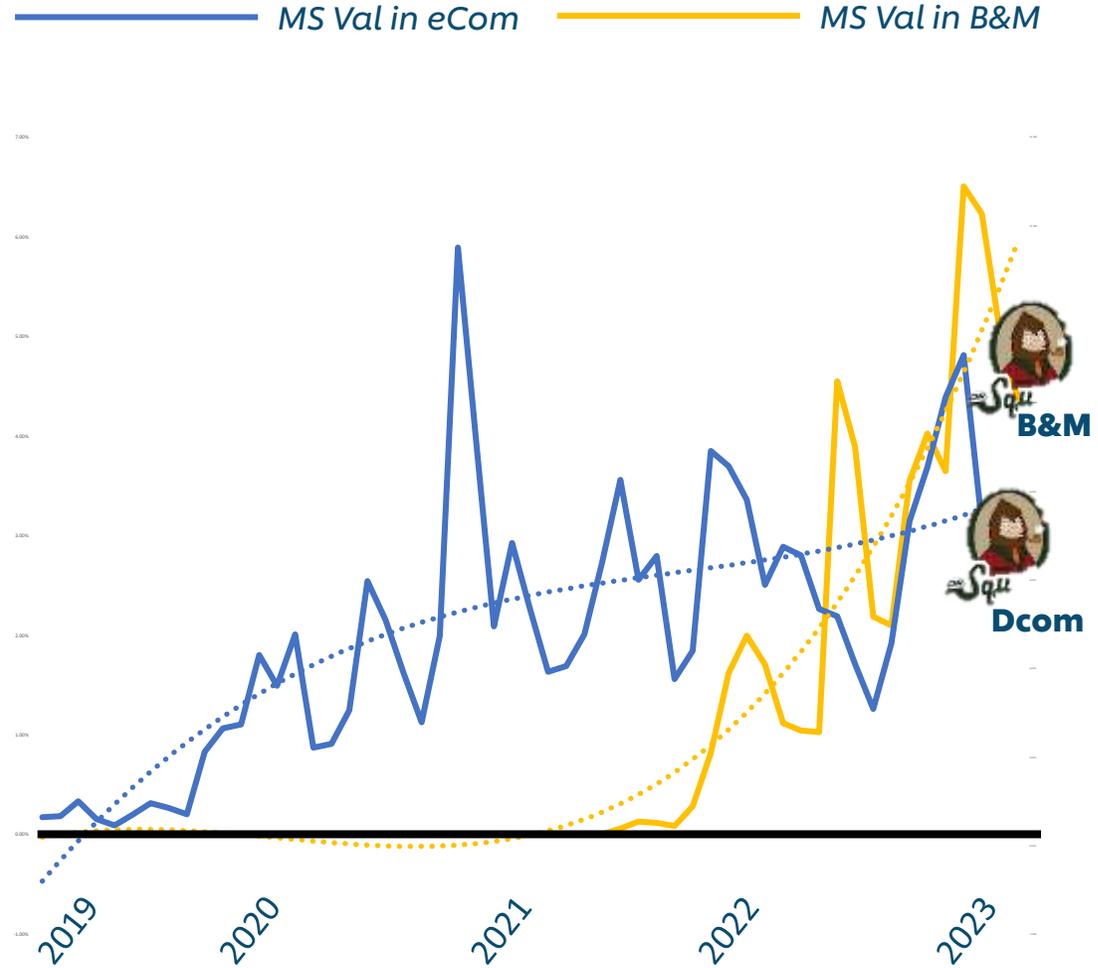
- ✓ Limited release **sold out within 3 hours** on the 1st day of launch
- ✓





#4 Social = Scarcity

Scarcity drives Success



Tap on Key Occasion to Boost Sales of Cleansing Wipes

MEGA KOL AMPLIFICATION

Video 1: Educate on Simple Cleansing Wipes
Video 2: Communicate on trade promotion (Staycation)



Adira (600k followers)



Sari (2.4m followers)



Elfira (4.4m followers)

SOCIAL MEDIA

Always on 40% Reach
Est Reach: 1.3m
Est Impressions: 4m

Brand Boost



CLEANSE ON-THE-GO WITH SIMPLE.



CHOOSE SIMPLE CLEANSING WIPES

Trade Boost



INSTORE VISIBILITY



Results: >50% Increase in scan sales vs AMS
5X Increase in participation entries

Refresh Instore POSMs To Reflect Simple's 'Clean Beauty'



- ✓ Own 0% claims
- ✓ Educate on skin loving ingredients
- ✓ Build skincare regime (step 1 -4)
- ✓ Clear segmentation of formats & range



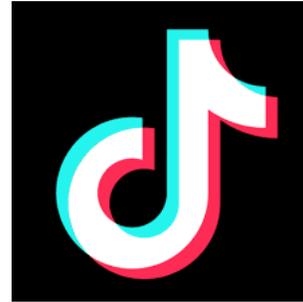


#5 Social is selling ...literally

#TRIAL-TOK SAMPLING MODELING



Big KOL makes Convincing **Content** on the brand for **FREE**



Content goes live on TT and **Consumer** get an opportunity to try the product at **fraction** of the market price thru TT shop



Once product is tried, the fraction of money paid by consumer becomes **Creators' MONEY**



100%

TRIALs





Simple Singapore

5X Penetration in 30 days



mongabong Follow Message

11,402 posts 313K followers 1,865 following

Mongchin Yeoh

Blogger
SG+65 Home
@thatletterm
@micahim.haha
@mongabongreats
@pe... more
bio.site/mongabong + 1

Followed by charleneyp and gummybears



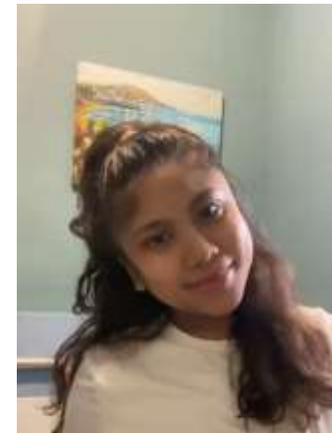
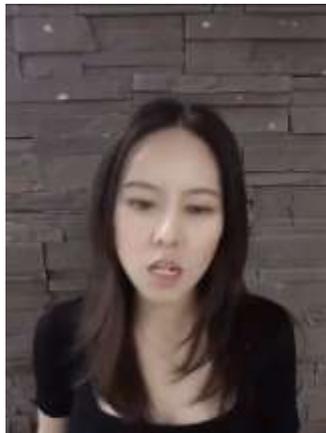
mongabong Mongabong

Follow Message

302 Following 62.4K Followers 1M Likes

Mongchin Yeoh
Singapore SG
IG: @mongabong
Shop my cotton sheets:
www.thatletterm.com

All started with SG's biggest Beauty influencer agreeing for the pilot



Week 1 of Execution

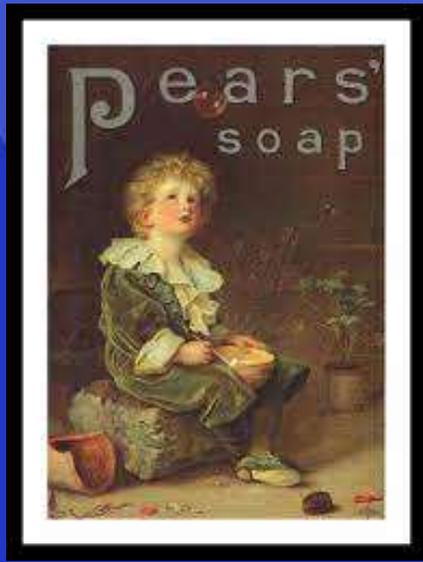




The Social Shelf ...5 Laws

- 1. Social listening = Breakthrough Innovation**
- 2. Social tribes truly global. Rollout success asap**
- 3. Social others say 3X more effective vs brand say**
- 4. Social = Scarcity**
- 5. Social is selling, literally**





The Social Shelf

Lessons from 1000 launches

