

**COMMERCE
LIVE**

 **Profitero**

Getting Omnichannel Right: A Case Study from Revlon



Discuss the session live:

#4-beauty-personal-care



Oshiya Savur

VP / Head of U.S.
Marketing & Education —
Luxury Division, Revlon



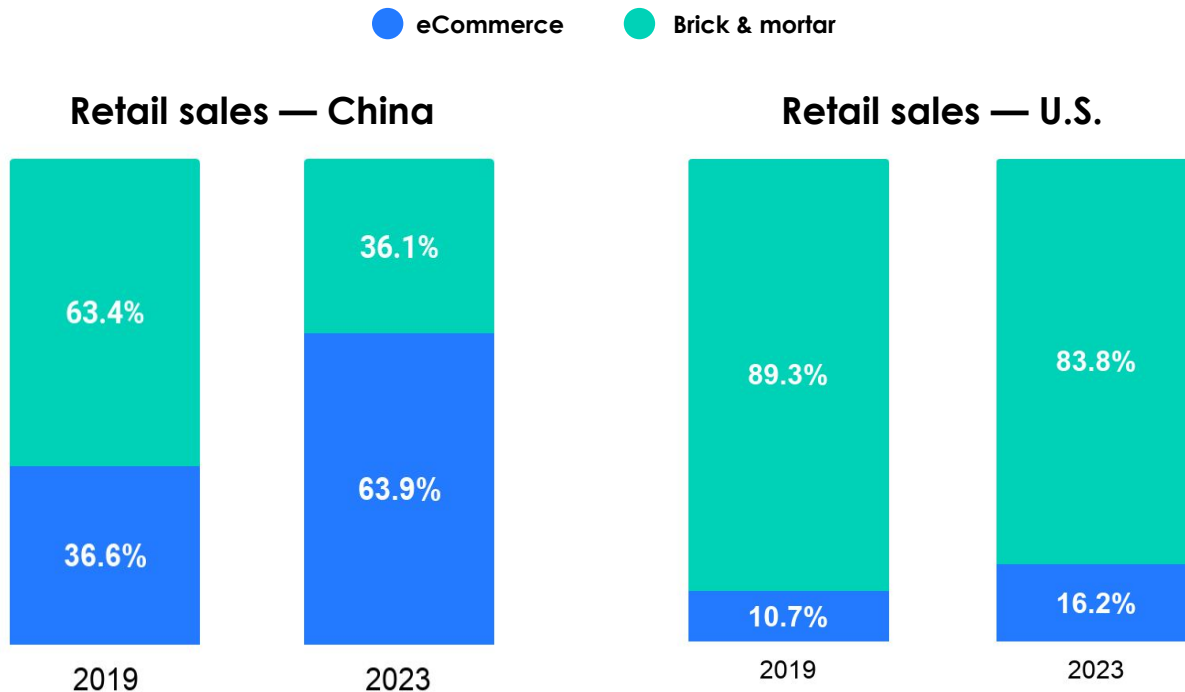
J. William Margaritis

SVP, Head of eCommerce,
Reprise Digital

Even as eCommerce grows, brick and mortar remains the powerhouse

Despite eCommerce explosion in China post SARS in 2003, it is still 36.6% penetration

*** Note:**
Pre-COVID figures




Source: eMarketer 2019

Brands need to look beyond Amazon as the only online retailer who matters – all boats are rising

Mass market and beauty retailers saw +30% or higher YOY eCommerce growth in 2019





As a brand, how do
you win with your
shopper ...

EVERYWHERE?

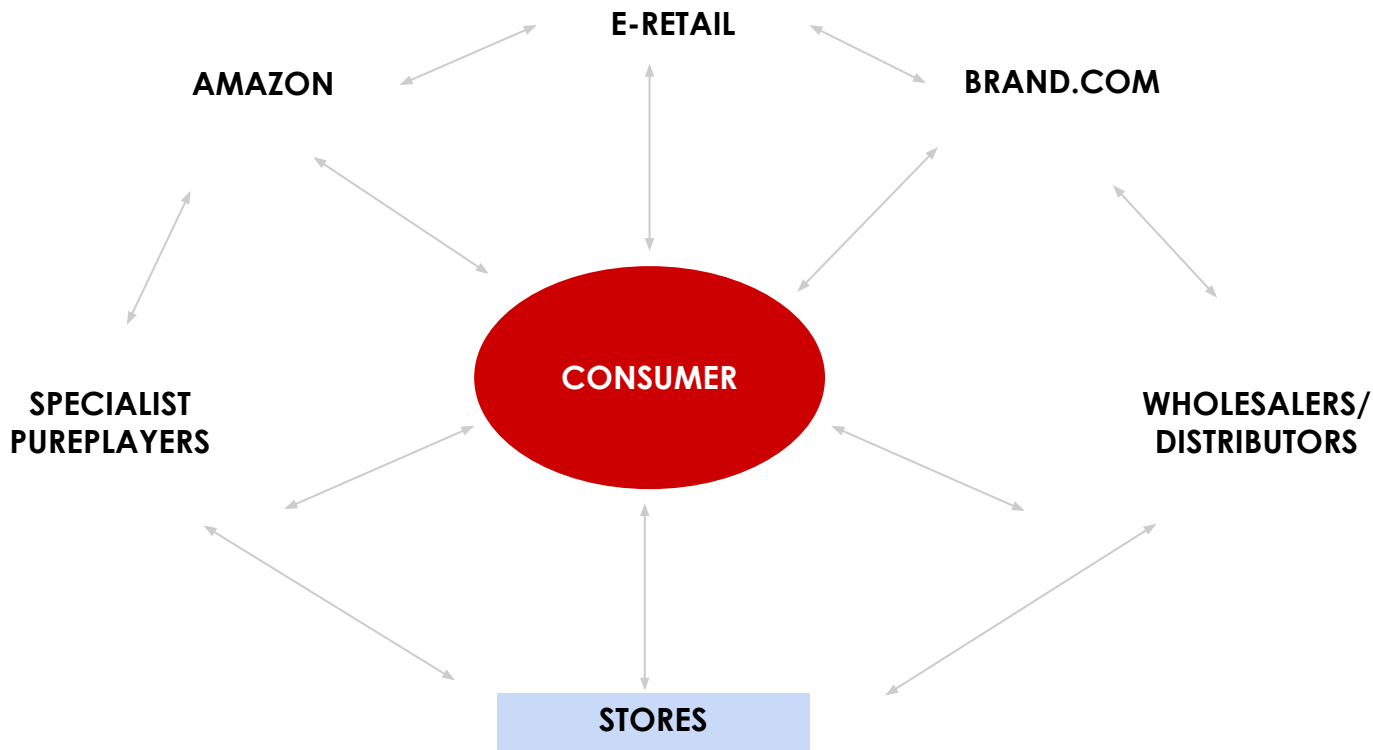
REVLON®

A person's hand, wearing a red shirt and a brown beaded bracelet, is reaching for a small glass bottle of orange liquid on a white retail counter. The counter is filled with various cosmetic products, including tubes of cream and jars of powder. The background is blurred, showing more of the store's interior.

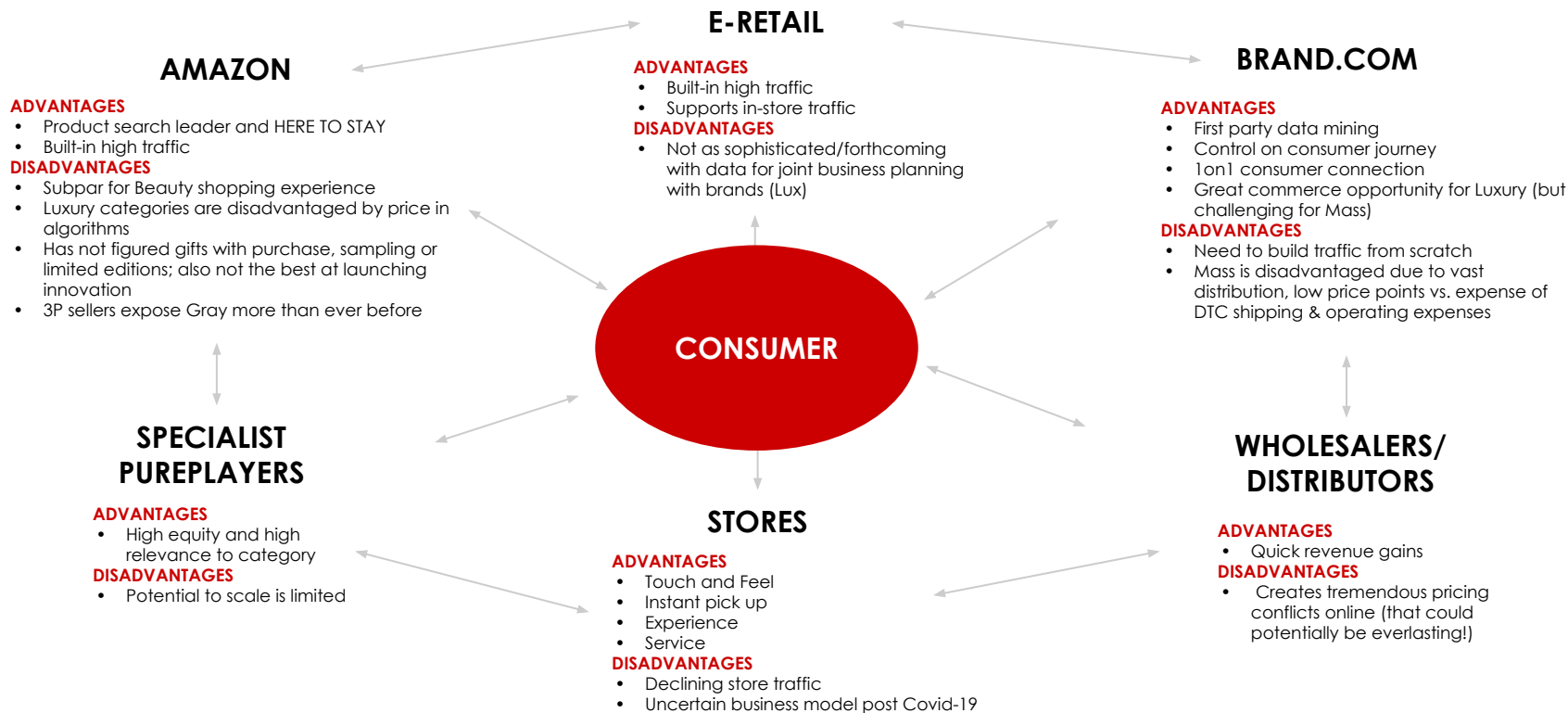
BRANDS NEED TO CATCH THE CONSUMER WHERE S/HE IS ...

DOUBLE DOWN on eCommerce share gain tactics
while utilizing stores as an **INTEGRAL PART** of the
consumer journey

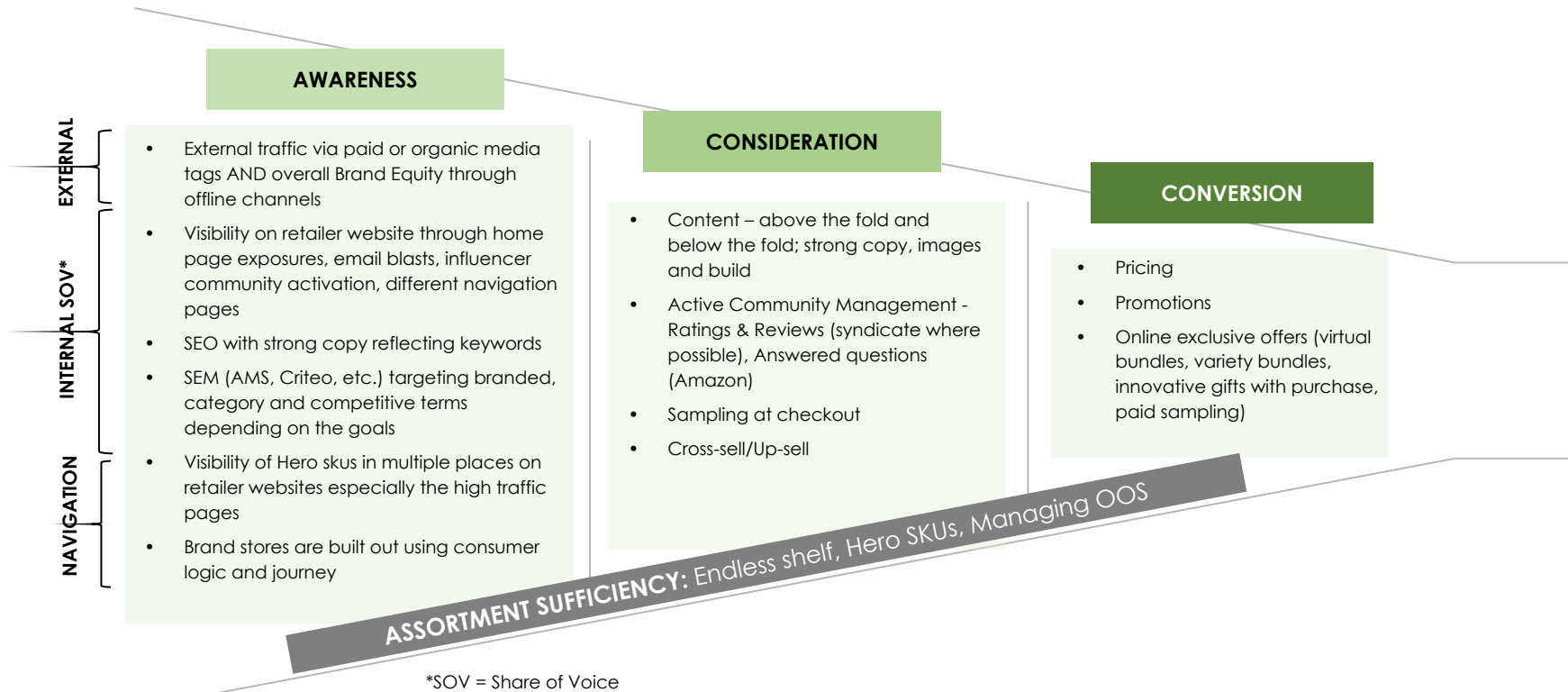
Defining the omni ecosystem for brands



And respective challenges of each channel...



Marketing strategy framework



3 things to always keep in mind

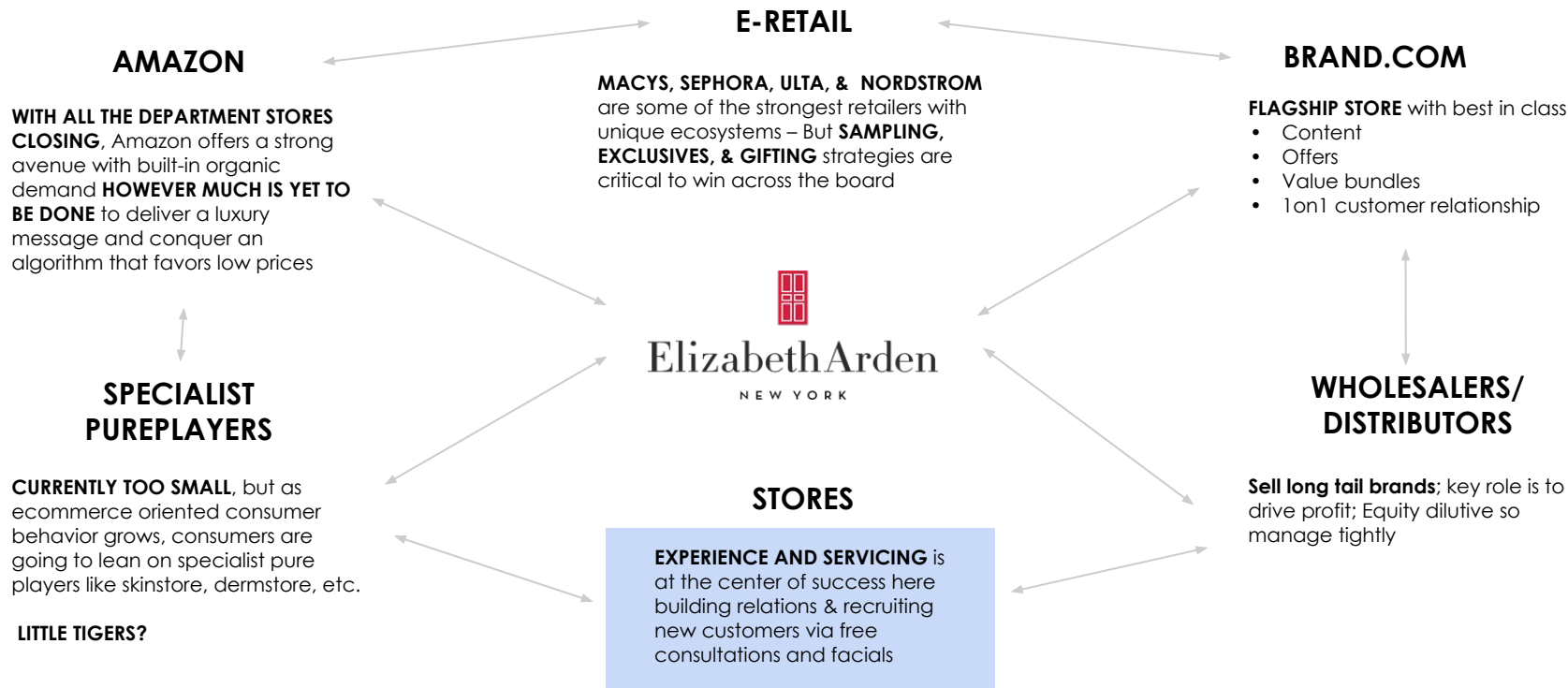
- CLEARLY DEFINE ROLES & OBJECTIVES OF CHANNELS
UNDERSTANDING THEIR STRENGTHS & WEAKNESSES
- CONSISTENCY OF MESSAGE ACROSS ALL CHANNELS
- RISE ABOVE COMPANY SILOS TO PARTNER WITH RETAILERS &
FIGHT COMPETITION IN BETTER SERVING YOUR END CONSUMER



**Elizabeth
Arden**

Defining roles & objectives of channels

To deliver growth on a 100 year old legacy brand



Consistency of message, no matter where you are

BRAND.COM

8 Free Gifts with any \$75 purchase. Use Code: **BLOOMING**. Shop Now
Our priority is the health and safety of our community. You may experience some delays with your order. [Learn More >](#)

Elizabeth Arden
NEW YORK

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Elizabeth Arden

100%
OF WOMEN SHOWED AN IMPROVEMENT IN THE OVERALL APPEARANCE OF THEIR SKIN

Preserving Skin's Lipid Barrier
Natural Ceramides Increase with Age

Ceramides have been found to be the most crucial component for maintaining barrier function. They represent about 50% of the essential lipids found in the skin's barrier, while Cholesterol makes up 25% and Fatty Acids another 10-15%. These lipids work together to help fortify the integrity of skin's moisture barrier for healthy, youthful-looking skin.

Key Benefits

- Supports skin's natural collagen for a firmer look
- Minimizes appearance of lines and wrinkles
- Visibly improves skin tone and clarity
- Reduces dryness & irritation
- Helps strengthen skin's moisture barrier & maintain moisture

Our Capsule Technology

Pure
Harmonically sealed to keep ingredients fresh, with no added preservatives

Potent
Water-free formula with higher concentrations of key ingredients

Precise
Pre-measured single dose capsules take the guesswork out of application

Powerful
Encapsulation preserves the efficacy of the most important ingredients

Key Ingredients

Enhanced Ceramides
Protects against moisture loss and helps to regenerate, activate & smooth

Botanical Complex
Reduces the appearance of fine lines & wrinkles, increases hydration & soothes

Isolated Oil
Improves skin elasticity, moisturizes with Cholesterol, Vitamins & Omega

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Elizabeth Arden

Elizabeth Arden Advanced Ceramide Capsules Daily Youth Restoring Serum, Anti Aging Face Serum and Moisturizer
Amazon's Choice for "elizabeth arden ceramide capsules"

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Price: **\$80.00** (50.0% / Count) & **FREE Shipping** Details & FREE Returns
You Save: \$320.00 (80%)
Get \$10 off instantly. Pay \$70.00 upon approval for the Amazon Prime Store Card.

Prime Beauty

Save **\$9 Count**

1	\$70.00 (\$7.00 / Count)	10	\$40.00 (\$4.00 / Count)	100	\$80.00 (\$8.00 / Count)
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Featured Ingredients

Enhanced Ceramide Lipid

Botanical Complex

Isolated Oil

Fatty Acids

In a nutshell: What you can do to help drive stronger trials

If you are a brand or agency marketer:

BE THE GROWTH HACKERS FOR RETAILERS

- Think of the ecosystem, the complete journey, that may even go outside your designated channel
- Create strategies that help all boats rise (instead of stealing with channels)
- Price & promotions are easy hacks... GET CREATIVE... find ways to add value in your customer's life
- Test & learn new tactics and strategies you can bring from the **rest of the world**
- **THIS ONE IS REALLY IMPORTANT:** Put eCommerce and social media at the forefront of product development

In a nutshell: What you can do to help drive stronger trials

If you are a retailer:

ULTIMATELY THE BUCK STOPS WITH YOU.

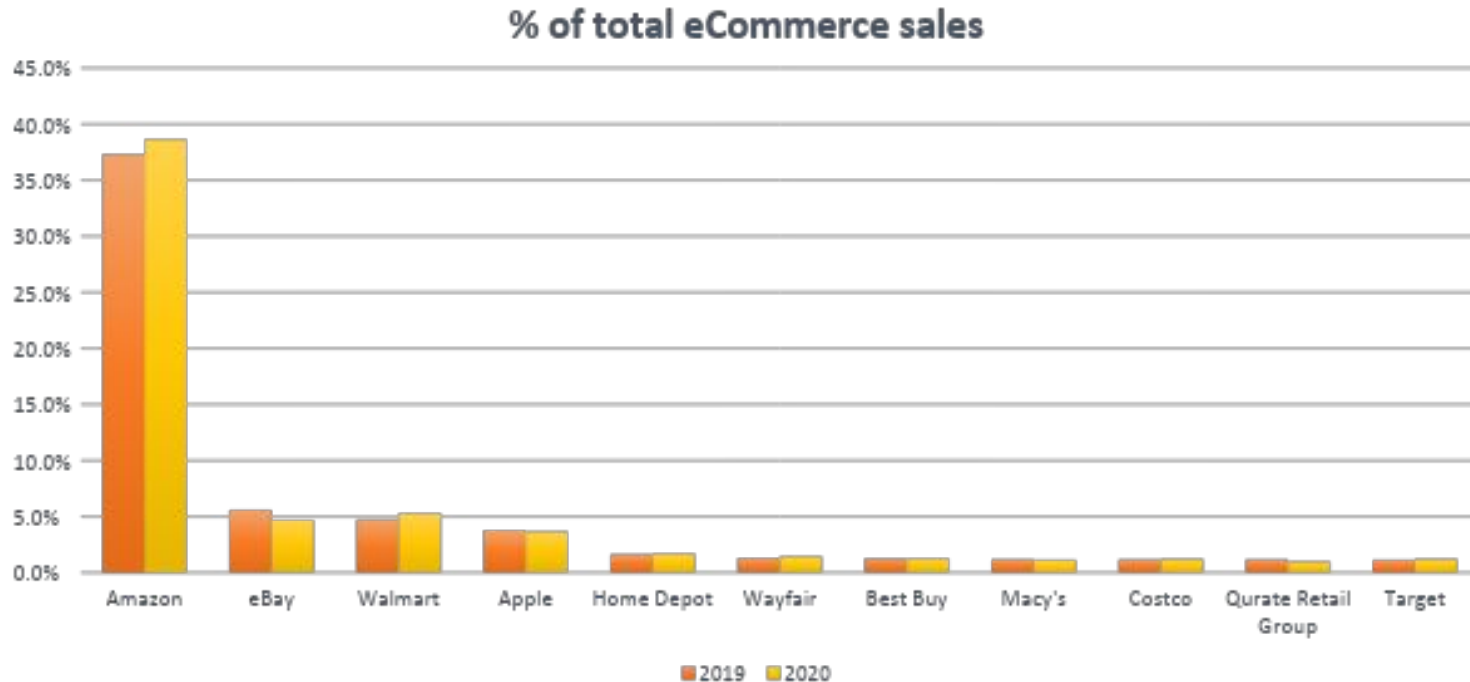
Obsessively innovate to bring experiences to online & partner with brands.

- Define differentiation for eCommerce vs. your bricks – What is the key differentiator? Price, education?
- Personalized content, product galleries, may we suggest sections
- Help brands create cross-dept consumer journeys to enable strongest recommendations
- Drive traffic to brick & mortar store by bringing awareness to events
- Live-stream content online (in 2019, live-stream alone drove \$2.85B on single's day)
- Virtual product bundles
- Stronger paid/unpaid sampling tactics at checkout with clear call to action



**Questions,
thoughts,
comments?**

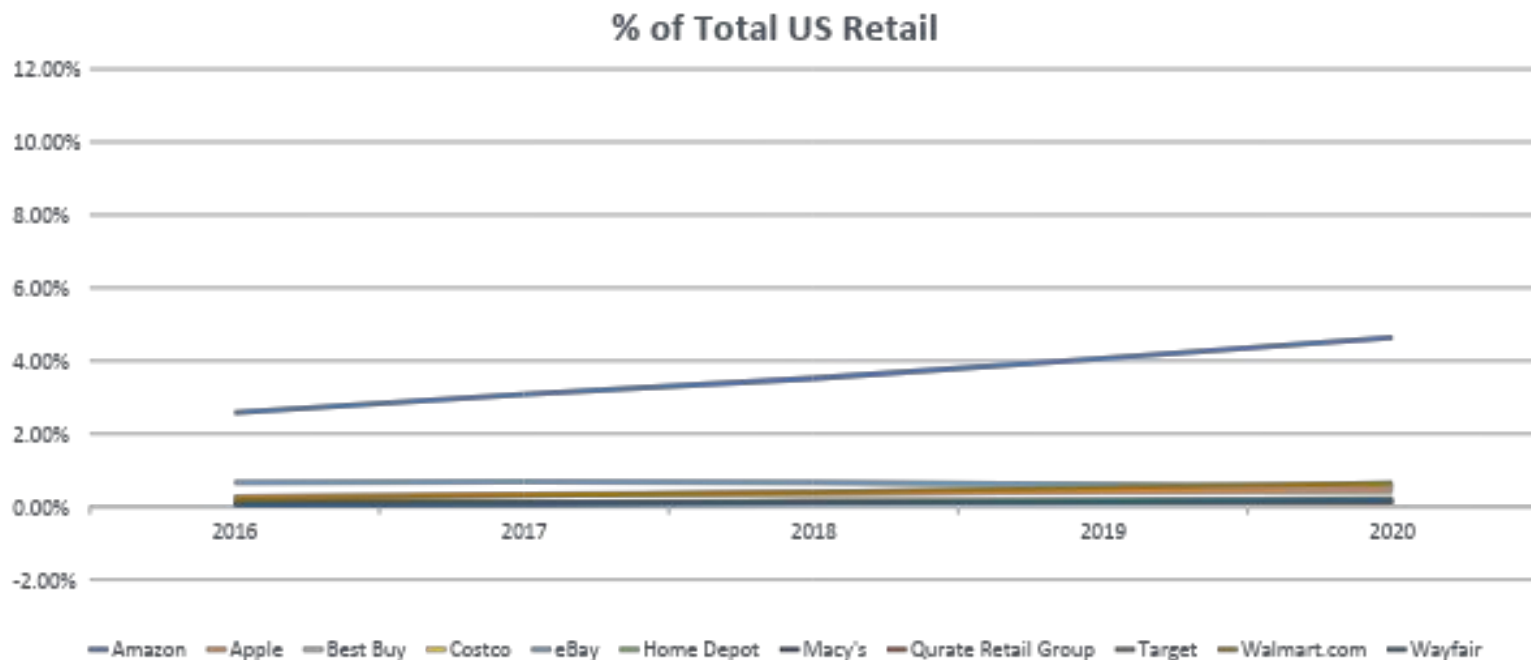
And this makes sense, given Amazon's scale



A large, vibrant green leaf is positioned diagonally across the frame. A white diamond-shaped outline is superimposed over the leaf, and the text "Retail stretches beyond eCommerce" is centered within this diamond. The background is a solid, muted blue-grey color.

**Retail stretches
beyond eCommerce**

Amazon is dominating the eCommerce world...



...but not all of retail

