



Deep Focus:
Winning big projects



Helping a Leading Digital Agency Claim a New Client

SUMMARY

EMS helped Deep Focus win an important study with a major international cosmetics company. The scope of the study changed several times, and EMS provided the team leadership with unique solutions to these new challenges.

CHALLENGES

The end client owns many brands in a market that is very crowded. With high growth in makeup YoY (average of 12% in the US), the end client needed to understand what motivates consumers to purchase and use complexion products to identify opportunities to optimize their complexion category portfolio and brand positioning.

Sample studies

- Brand positioning for a technology company
- Predictors of future tablet ownership
- Segmenting digital audiences



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"Custom Issues Require
Custom Solutions"

HOW EMS HELPED

EMS helped design a market structure study to map all brands, in-house and competitors, in an easy to read two-dimensional map. The map allowed us to group client brands and competitors as seen by consumers and help the client manage their portfolio. This was used to identify key drivers for consumers to like and deepen commitment across six complexion categories.

RESULTS EXAMPLE

One brand from the client has leveraged the complexion drivers insights for programs launching across highlighter, primer, and setting spray to differentiate product positioning and benefit communication. The insights will also feed into their FY21-23 innovation strategy to identify innovation opportunities across complexion categories.



Effective Solutions, Grounded Results



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