GEARING UP FOR THE FUTURE
Evolution of Digital for Cosmetics Brands
WHY NOW?

- Rapid evolution of technology
- Increasing demand for personalization
- Desire for conscious, sustainable beauty
  - Competition from new age cosmetics/beauty brands – ”digital natives”
THE DIGITAL EVOLUTION
FROM THE "INTERNET" TO THE "INTERNET OF THINGS"
FROM THE "INTERNET" TO THE "INTERNET OF THINGS"

EVOlU TION OF DIGITAL MARKETING

1990 - First Online Display Ad
1992 - SMS/Messaging
1994 - Yahoo Search Engine
1995 - SEM & Google
1996 - Email Marketing
1997 - AIS Media Launched, Mobile Payments, SEO
1998 - PPC, AdWords, Google/Mobile Advertising
1999 - Mobile First, Yelp, Responsive Web Design, Facebook
2000 - Google Analytics, SEO, YouTube
2001 - iPhone, App Store, Geotargeting, Tumblr
2002 - LinkedIn, WordPress, MySpace
2003 - Twitter, Marketing Automation
2004 - Infographic, Visual Content Marketing
2005 - Google+, Pinterest, Snapchat
2006 - Facebook Ads
2007 - Mobile Surpasses Desktop Users, Omni Channel
2008 - Mobile Surpasses Newspaper
2009 - BDA
2010 - Internet of Things, Mobile Overtakes Email & Social, Online Ad Spend Equivalent to TV Spend
2011 - Beacon, Micro-location
2012 - 1st Online Display Ad
2013 - 2020 - Future of Media
2014 - 2020 - Future of Media
2015 - Wearables
2016 - Internet of Things, Mobile Overtakes Email & Social, Online Ad Spend Equivalent to TV Spend
2017 - Future of Media
2018 - Future of Media
2019 - Future of Media
THAILAND
THE ESSENTIAL HEADLINE DATA YOU NEED TO UNDERSTAND MOBILE, INTERNET, AND SOCIAL MEDIA USE

- **Total Population**: 69.24 million
- **Urbanization**: 50%
- **Mobile Subscriptions**: 92.33 million
- **Internet Users**: 57.00 million (Penetration: 82%)
- **Active Social Media Users**: 51.00 million (Penetration: 74%)
- **Mobile Social Media Users**: 49.00 million (Penetration: 71%)

CONTENT STREAMING ACTIVITIES

Percentage of internet users who stream each kind of content each month [Survey based]

- Watch videos online: 98%
- Stream TV content via the internet: 53%
- Play games streamed live via the internet: 36%
- Watch live streams of others playing games: 31%
- Watch e-sports tournaments: 20%

Source: GlobalWebIndex (Q2 & Q3 2019). Figures represent the findings of a broad survey of internet users aged 16-64.
E-COMMERCE ACTIVITIES

Percentage of internet users who report performing each activity in the past month [survey based]

- Searched online for a product or service to buy: 90%
- Visited an online retail store on the web (any device): 85%
- Purchased a product or service online (any device): 80%
- Made an online purchase via a laptop or desktop computer: 32%
- Made an online purchase via a mobile device: 71%

Source: GlobalWebIndex (Q1 & Q2 2019). Figures represent the findings of a broad survey of internet users aged 16-64.
PERSONALIZATION
FIND YOUR SEXIEST SCENT

Find a scent that expresses you in just a few steps—but don’t overthink it!
Quickly click on the image or words you respond to first.

GET STARTED
YOUR SKIN

Your skin may be decided by nature, but it's defined by how you nurture it. Simply answer a few quick questions and our skin care specialist will hand-pick the ideal skin care routine for you using a selection of our finest ingredients.

READY TO GET TO KNOW YOUR SKIN?
START THE HAIR QUIZ

hair care personalized

shampoo + conditioner as unique as you
CONSCIOUS, SUSTAINABLE BEAUTY
VEGAN, CRUELTY-FREE, SUSTAINABLE, NATURAL
VEGAN, CRUELTY-FREE, SUSTAINABLE, NATURAL
The "Essential Eight" technologies that matter the most for business today

- Artificial intelligence
- Augmented reality
- Blockchain
- Drones
- Internet of things
- Robotics
- Virtual reality
- 3-D printing

Source: PwC Global
ARTIFICIAL INTELLIGENCE (AI) & AUGMENTED REALITY (AR)
72% of the ASEAN CEOs agree AI will have larger impact on the world than internet revolution

Source: PwC 22nd Global CEO Survey – ASEAN Finding
CHATBOTS & VIRTUAL ASSISTANTS
IN-STORE TECHNOLOGIES LIKE DIGITAL FACIAL SCANNERS

Lancôme’s Le Teint Particulier offers 20,000 different shades of foundation

Source: BBC
German retailer DM is one of many brands to offer a "try-on" app.
SNAPCHAT, INSTAGRAM TO TARGET THE "SELFIE GENERATION"
INTERNET OF THINGS (IoT) & WEARABLE TECH
MY SKIN
TRACK PH – La Roche-Posay
HYPER-PERSONAL SKIN CARE RECOMMENDATIONS THROUGH WEARABLES
HYPER-PERSONAL PERSONAL CARE RECOMMENDATIONS THROUGH IoT

Source: CES
"Printed Make-up"

The Élever would print make-up looks directly on to your face.
New Neutrogena MaskiD™
The way forward
THERE 6 KEY ENABLERS TO DIGITAL TRANSFORMATION
FOCUS ON CUSTOMER EXPERIENCE IS KEY AT EVERY STAGE
FIGURE 1. TOP DRIVERS OF DIGITAL TRANSFORMATION

Question: What are the key drivers of digital transformation within your organization? Drivers are trends or factors that catalyze change.

- Evolving customer behaviors and preferences: 55%
- New standards in regulatory and compliance: 42%
- Growth opportunities in new markets: 53%
- Increased competitive pressure: 49%