romer
SKINCARE

Simple, clean skincare that does more with less.

Agenda

Romer

Key Information

- Founded in March 2019
- Key Competitors: Kiehl's, Youth to the People, Naturopathica, Ursa Major, Tata Harper

> *"Dedicated to alleviating the stresses of everyday life Romer is a skincare brand with a clear vision: providing efficient, effective care for stressed out skin."*

Company Leadership

- B.S. in AEM from Dyson

- 9 years as a private wealth advisor at Goldman Sachs

- Busy lifestyle motivated her to found Romer

Products

Cleanse	Moisturize	Treat
$44.50	$39.50	$74.50

Branding

- Positioning - Straightforward, Modern, Trustworthy, Transparent, Smart

- Ingredients - natural, organic, non-irritant

- Target Audience - gender neutral, busy professionals, young, upper-middle class

Project Overview

To understand the current consumer journey map of Romer Skincare & transform market strategy based on real consumer data.

Deliverables	
Analyze Prior Sales Data	Existing data regarding customer demographics and marketing campaigns
Create Customer Survey	Learn about customer routines, product perception, and repurchase behavior
Parse Survey Results	Optimize product and marketing strategy based upon survey results

Outcomes

✓ **Branding** - refocus branding to be more specific, rather than aimed at everyone

✓ **Repurchasing** - reduce reliance on one-time promotions to generate sales

✓ **Campaigning** - create targeted email campaigns based upon survey results

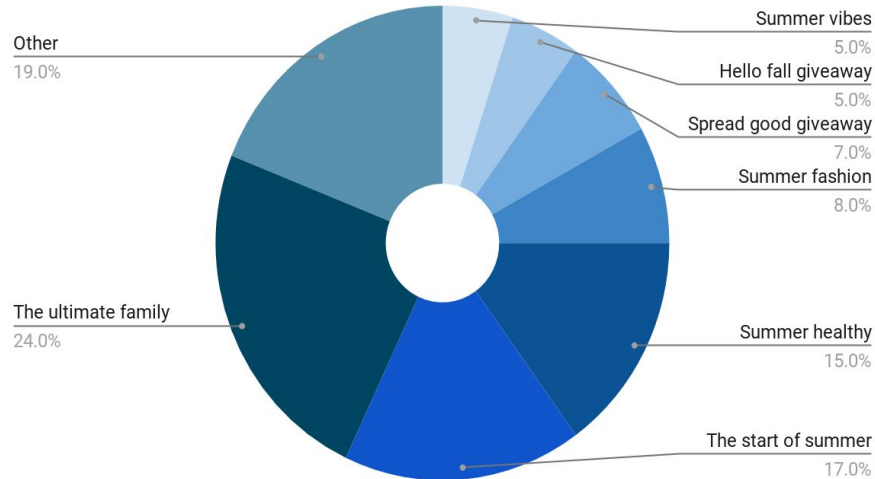# Demographic Data

Gender Distribution - Repurchase Data

No Response
19.5%
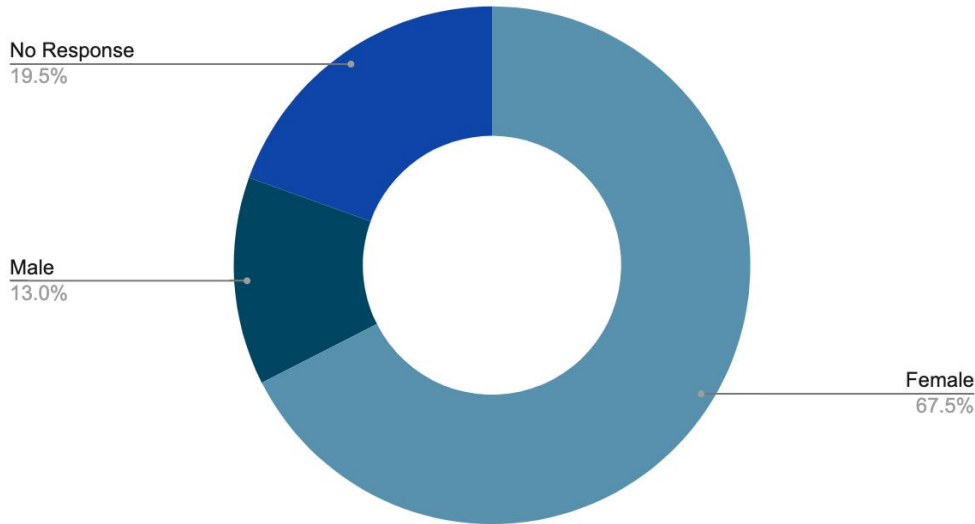
Male
13.0%

Female
67.5%

Data Summary
➔ Repurchase data - Gender
  ◆ Female: 67.5% (127/188)
  ◆ Male: 13% (25/188)
  ◆ No answer: 19.5% (37/188)
➔ Repurchase data - Race
  ◆ White: 38% (72/188)
  ◆ Asian: 1.6% (3/188)
  ◆ Other/no response: 60% (113/188)
➔ Subscription list - Gender
  ◆ Female: ~57% (17,381)

Campaign Data

Subscriptions by Campaign

Summer vibes
5.0%

Hello fall giveaway
5.0%

Spread good giveaway
7.0%

Summer fashion
8.0%

Summer healthy
15.0%

The start of summer
17.0%

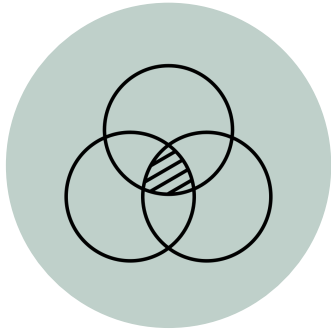The ultimate family
24.0%

Other
19.0%

Data Summary

➔ Different online giveaway campaigns
➔ Differing impacts on subscription
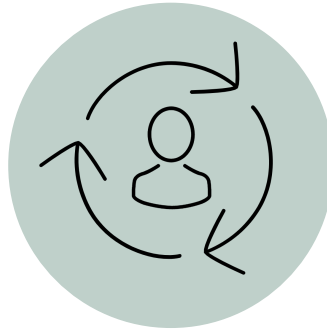➔ Depends on other products in giveaway/ fit of giveaway participants

Brand interpretation

Trend-follower

➔ Everything that is "on trend" combined into 1 brand

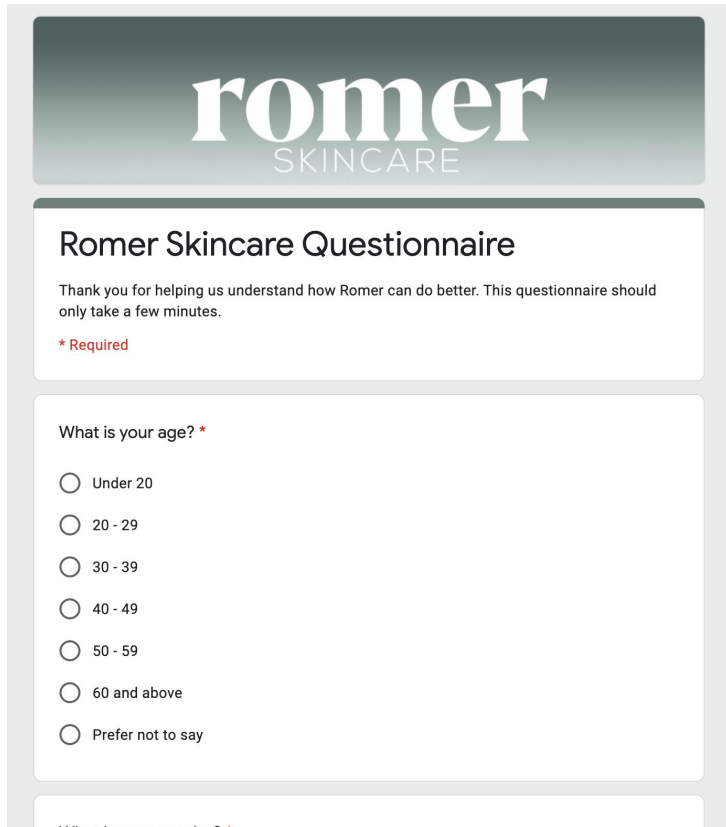➔ Minimal, sustainable, & gender neutral

One size fits all

➔ Price point is on the higher end

➔ Doesn't emphasize personalization to the same degree that similar price point brands do

Short and simple

➔ Only three product options to choose from

➔ Made for young and busy people

In-depth consumer survey

Romer Skincare Questionnaire

Thank you for helping us understand how Romer can do better. This questionnaire should only take a few minutes.

* Required

What is your age? *

- ○ Under 20
- ○ 20 - 29
- ○ 30 - 39
- ○ 40 - 49
- ○ 50 - 59
- ○ 60 and above
- ○ Prefer not to say

Survey Creation Process

➔ Compiled a list of frequently used consumer survey questions based on references from other beauty brands

➔ Set question focus on skincare shopping habits, Romer brand specific, and lifestyle in the bathroom

➔ Collaborated with Lauren to filter out questions and designed finalized survey