

CEW

DEDICATED NEWSLETTER

TBC Consumer Studies are Home Shopping Brands' "Sword and Shield"



Last year, \$2 billion in beauty products were sold via home shopping channels, either on TV or increasingly, on their websites. Evine, HSN, and QVC, the industry giants, have increased beauty selling on their channels, with QVC recently buying HSN and also creating its own standalone channel devoted to products from our industry, Beauty IQ.

What this means for beauty brands (especially indies) wanting to sell on these channels is this: *there is more than enough room for you...* if you've got great products, a compelling story, fantastic proof points, and you fully understand how to communicate your products' benefits without stepping over any regulatory lines.

This is where The Benchmarking Company (TBC) shines.

THE SWORD



TBC's beauty product testing (aka consumer in-home use testing) for 5-star consumer claims has become the bedrock for dozens of brands looking to carve out their place in the robust home shopping channel, providing strong third-party proof points to help women understand that *your* beauty product can work for *her*, as well as insights from studies that can help brands avoid multi-million dollar mistakes.

"We know that 93 percent of women look for efficacy claims before purchasing a beauty product, and that 91 percent require strong consumer claims and product reviews before they'll even consider purchasing a prestige-priced beauty product," said Denise Herich, TBC Co-Founder and Managing Partner. Our studies arm brands with the claims they need to stand out on

the home shopping channels, and on the shelves. Ultimately, the emotion claims from "women like them" help sell products."

Dozens of TBC clients sell via home shopping channels, from indies to industry giants.

Maureen Watson, Chief Product Officer at Madison-Reed, recalled the first time that the company's permanent hair color kit was featured on QVC. "As I was reviewing the final show run down and looking at the on-screen graphics showing our claims, I was shaking my head in the best way possible. I thought - WOW, TBC really made it easier to get all of these to be really compelling and meet the QVC criteria. I knew the claims were critical in terms of making our debut a success."

Bryce Goldman, CEO of coconut-inspired skincare brand Kopari Beauty (sold on QVC) is one of the brands for which TBC conducts consumer studies. "The Benchmarking team did a fantastic

job educating us on everything we needed to know about the consumer study and claim process and seamlessly executed multiple projects for us,” said Goldman. “We utilize the data and results we received across all distribution channels.” ”

Chris Hobson, CEO of Patchology, has a similar viewpoint. “It’s phenomenal—we still use the claims garnered from our tests with TBC. They’re on our website, we talk about them on-air (HSN), and they continuously market the benefits of our products while putting us center-stage with established competitors.”

THE SHIELD



Properly-worded claims are important for regulatory compliance and legal risk mitigation as well, and distribution channels in the home shopping space are not immune to the FDA and FTC attention.

In fact, there has been a 256 percent increase in the number of FTC warning letters issued to cosmetics companies in 2016 over 2015 for improperly worded claims and a promise of more to come.

TBC’s Jennifer Stansbury, Co-Founder and Managing Partner remarks, “TBC has conducted hundreds of beauty product tests and talked to thousands of beauty consumers, which gives us a unique ‘birds-eye’ view into her desires and concerns, as well as a deeply emotional understanding of their issues, challenges, needs, and wants. It is through this compelling lens that we are able to craft claims for our clients that truly speaks to consumers and that stand up to NAD and FTC scrutiny—an issue that is becoming ever more critical as these regulatory agencies beef up their oversight.”

Bret Boreman, Founder of Top Tier Media Marketing, which represents a multitude of successful beauty brands at QVC agrees. Bret and his colleagues introduce beauty brands to QVC, and advise the brands through each step of the process, including the importance of third-party testing for strong consumer claims, and verbiage that can and cannot be said on air, or in print.

“We have dozens of brands that approach us each year that are looking to sell on QVC,” explained Boreman. “After I fully understand the product and its benefits, I look for proof in the form of claims. Collaborating with The Benchmarking team is essential to developing solid claims that help to tell the product story, stand out from the competition and most importantly, resonate with the consumer. Consumer claims are crucial to setting the product up for success and have proven to be one of the greatest assets and predictors of on-air success. Properly worded and substantiated claims are vitally important in this business, especially for live broadcasts.” Boreman serves clients across the



beauty sector including skincare, haircare, color, device and personal care.

Having worked with dozens of home-shopping brands, TBC is expert in understanding retail channel requirements for claims, as well as the trigger points for NAD challenges and FTC investigations. Their team crafts all surveys and drafts with an eye on making sure every claim captured meets or exceeds channel requirements.

For more information on how TBC can help you craft winning consumer claims, contact Jenn or Denise directly, at jenn@benchmarkingcompany.com or denise@benchmarkingcompany.com.

For even more deep beauty industry insights, get your hands on a copy of TBC's latest PinkReport: **A Consumer Love Affair with All Things Beauty (2006-2016)**, a deep dive study about the consumer love affair with beauty has changed and grown over the past 10 years. Right now, TBC is offering a 25% discount to CEW members when downloading it from their [website](#). Use promo code **CEW25**.



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