



Paparazzi Generation

Are in a period of exploration. They like to discover things, don't have yet established brands for most of the Personal Care categories.

14-18 y.o.

19-24 y.o.

Seem to be more aware of their body and needs. Start to make long term partnerships with brands.



Even though the majority takes alone the decisions regarding the purchased brands, they also have a clear tendency towards deciding with somebody else (mother, sister, best friend) or even let somebody else decide.

The percentage of girls deciding alone the brand increases, as the proportion of those splitting or just letting somebody else decide decreases.

Are more involved in making brand decisions in areas with social impact:

Similar involvement in making brand decisions for both areas with social impact and general use products:

19%

Split decisions or let somebody else

70%

Buy alone



80%

Buy alone

10%

Split decisions or let somebody else

25%

Split decisions or let somebody else

71%

Buy alone



79%

Buy alone

15%

Split decisions or let somebody else

24%

Split decisions or let somebody else

74%

Buy alone



82%

Buy alone

15%

Split decisions or let somebody else

43%

Split decisions or let somebody else

54%

Buy alone



70%

Buy alone

28%

Split decisions or let somebody else

Split decision is higher for general use products due to split usage.

They pay same attention to beauty maintenance products & make up.

They are not yet concerned with preserving their beauty.

Show more interest for physical operations and in the same time for bio products. They become more aware of their bodies and look either for drastic but rapid solutions, or for products that promise natural ingredients.

28%

Split decisions or let somebody else

66%

Buy alone



80%

Buy alone

10%

Split decisions or let somebody else

Personal Care Usage & Personal Image Importance



more than 50% admit buying expensive products



almost 40% of them say they spend a lot on cosmetics



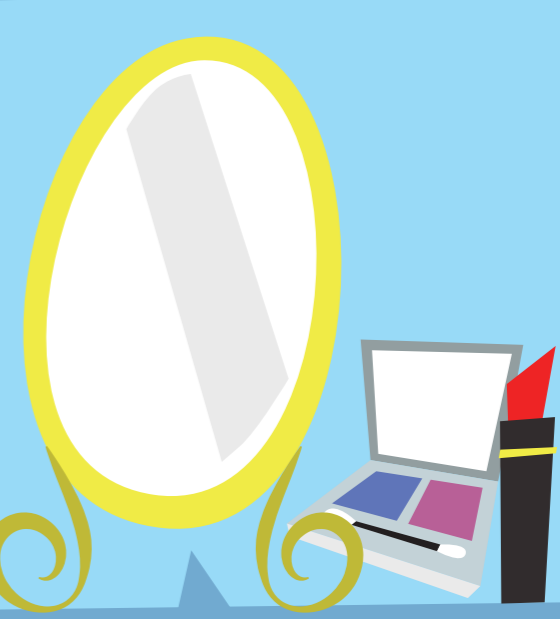
40% have no income at all

130-140 RON/month vs 100 RON/month in case of women population.

Average HH expenditures on Self Care products



They also make more often general Personal Care supplies



Are more interested in beautifying and pampering products vs. all women



They care more about their image outside the house, what they project on others (inside their home more than 50% of them don't care how they look).

Free time is mostly spent with "The group" - the general name for their friends. This is the place of making a point, where they can be admired or where they can do crazy stuff that they regret the next day.



68% have a Facebook account

64% use it to communicate on a weekly basis with friends

Being socially active is a must. Via on line they are always in the flash lights of "The Group" or even beyond, therefore they need to be careful with how they project their image, becoming a sort of "PR specialists".

facebook

impact on their image



Celebrity Me

Having a cool profile photo means having a good start for any discussion. The coolest the higher the influence inside the group.



Broadcast Me

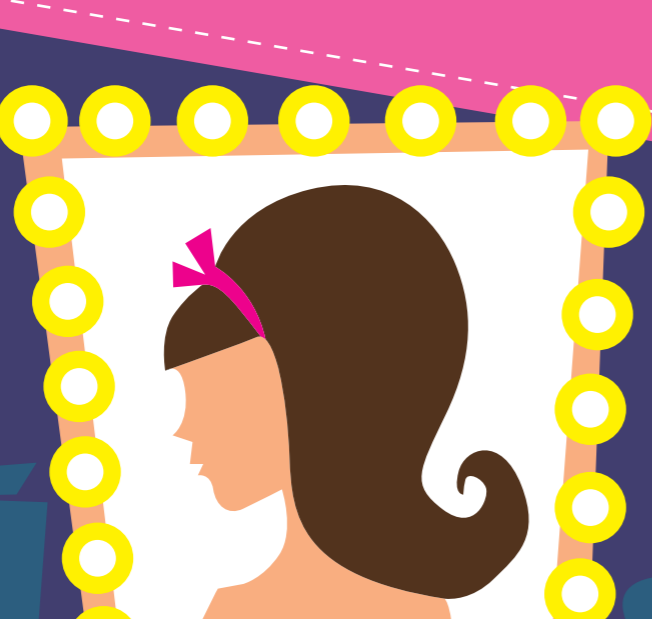
Like to share information in real time about them, creating buzz around their "cool" activities.



Network Me

Sharing experiences is part of who they are. Taking photos of cool things, posting an interesting status and sharing them immediately is fun, draws attention and keeps them connected.

Enhance their on line Social Image



Prepare them for the new Beauty & Grooming rite of passage and reduce their tagging on tension via providing support on how to better manage their image, master the self snap moment or be camera ready for any occasion.



Capitalize on the new red carpet moment and celebrate when looking bad is a good thing via creating & sustaining photo sharing occasions and extending the looking bad situations, that inevitably happen, to the fun territory.



Tell Beauty & Grooming stories that cross categories and borders by taking advantage of the multiplier effect of on line sharing.



Fuel the rise of the girl talk via empowering more meaningful and credible conversations between girls and peer beauty experts that they read and follow.