BRANDBASTION

How a global **Beauty Brand** protects itself from **Reputation Risk** on **Social Media**

www.brandbastion.com

5% Global Industry Growth

Global beauty and personal care industry growth rate in 2016

The global beauty industry is growing rapidly. With this growth also comes increased engagement and controversy. Most large beauty brands receive hundreds of comments and questions concerning animal testing via social media daily.

Animal Testing is one of the **most controversial issues** in the cosmetics industry. Most brands are committed to put an end to animal testing, but certain countries such as China still require that products are tested on animals, making this a **difficult issue for global brands to tackle.**

Many brands beyond the beauty industry also face customer inquiries and public scrutiny centered around sensitive topics on social media.

4.5M Average global monthly **Google** searches for 'animal testing makeup' and variants

Sources: About Animal Testing; Euromonitor International

Because social media is such a public arena, **being perceived as indifferent or not addressing customers' claims can seriously harm brand reputation and affect ad performance.**
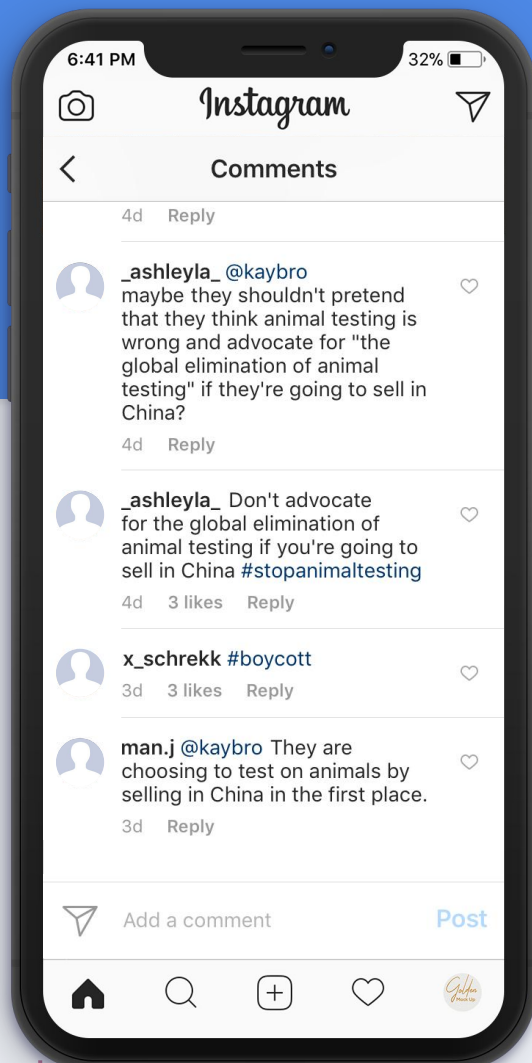
How many Animal Testing Inquiries / month does a beauty brand on average receive on Instagram?

Animal Testing Inquiries
(3.5% out of average total inquiries a beauty brand receives monthly)
Source: BrandBastion, from a study of 8 beauty brands

2,274 Inquiries monthly

When a Beauty Brand announces that they will start to sell in **China** (a country where animal testing is required by law) **many users tend to take to the brand's social media accounts to show their discontentment with the brand.**

Instagram Comments

ashleyla @kaybro maybe they shouldn't pretend that they think animal testing is wrong and advocate for "the global elimination of animal testing" if they're going to sell in China?
4d Reply

ashleyla Don't advocate for the global elimination of animal testing if you're going to sell in China #stopanimaltesting
4d 3 likes Reply

x_schrekk #boycott
3d 3 likes Reply

man.j @kaybro They are choosing to test on animals by selling in China in the first place.
3d Reply

Add a comment Post

To show that a brand is committed to an issue and to avoid the spread of misleading information, **it is important for brands to monitor and respond to all inquiries that could potentially be sensitive and harmful on social media.** This increases positive user sentiment and decreases negative user sentiment.

- Positive Sentiment
- Negative Sentiment
- Animal Testing Inquiries

Oct 16   Dec 16   Feb 17   Apr 17   Jun 17
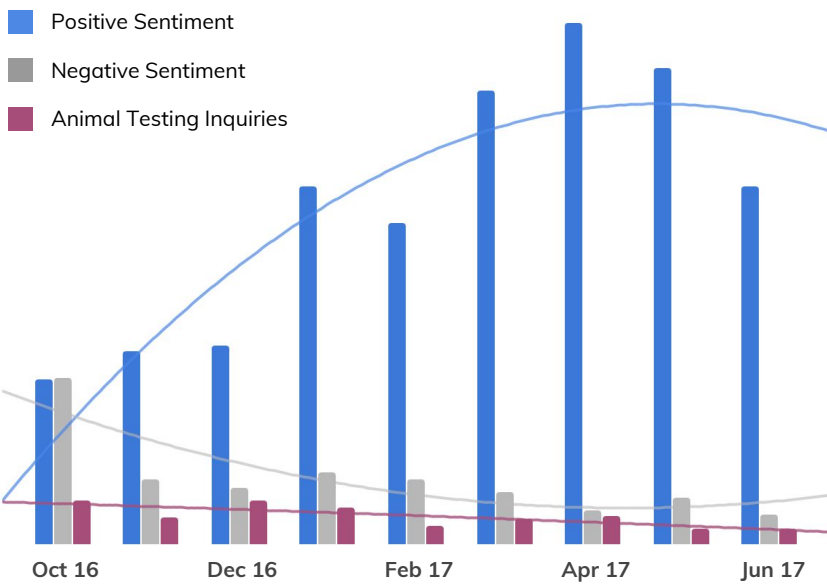
A beauty brand implemented **BrandBastion's** solution. They tracked and monitored all comments related to animal testing and **BrandBastion** responded on their behalf to customers asking related questions.

Results: A **decrease of 74% in animal testing comments and significant increases in positive sentiment.**

Source: BrandBastion

What other results did this Beauty Brand achieve by effectively managing sensitive topics on Social Media?

By monitoring and tracking all comments related to animal testing, and responding actively with more information on its policies, the brand was able to prevent false claims and brand attacks from escalating. People liked and replied to the brand's posts to show their appreciation towards the brand for clarifying their policies. This increased the positive sentiment across the brand's posts and allowed them to protect their reputation while tackling this issue head on.

+269%
Increase in positive sentiment (%)

-43%
Decrease in negative sentiment (%)

"Not tested on animals is the **most important packaging claim** amongst consumers of beauty products. 43 percent of respondents said they would be **willing to pay more for products that had not been tested on animals."**

Source: Business of Fashion

Trusted by 500+ Accounts Including Top Advertisers

NETFLIX   SLUSH   DealDash   TechCrunch   kamikoto/神鋒   JOOM

www.brandbastion.com