

bareMinerals®

Puerto Rico Market

Elizabeth Prosser
IMC – Roosevelt University
July 2, 2009



Paper completed for 453, Summer 2009

Would the rising popularity of mineral makeup succeed in a Hispanic market? My objective is to determine what a marketer would need to know to successfully launch bareMinerals cosmetics in Puerto Rico. Consumer behavior, priorities among women and preference compared with the benefits offered by bareMinerals, among other topics, will be examined prior to launch. This is a new market for the brand and its most popular product, bareMinerals foundation, is the primary sell.

bareMinerals®

bareMinerals is owned by Bare Escentuals and was founded by Leslie Blodgett, Complexion Expert and CEO of Bare Escentuals. The cosmetic company originated in the San Francisco area and its product line, bareMinerals, is now the number one mineral makeup brand in the United States.

bareMinerals is a mineral based foundation. What makes it unique is not so much what it contains, but more what it doesn't contain when compared to other ingredients in competitor foundations. bareMinerals is comprised of five, 100% natural ingredients and is free of preservatives, oil, fragrance, talc and other skin irritants. It is excellent for all skin types and conditions and carries the Skin Cancer Foundation's seal of recommendation because it has an SPF 15.

According to independent clinical studies of women between the ages of 18 and 65 with various skin types who used bareMinerals for two weeks, the following findings were reported:

- 76% of the women stated bareMinerals corrected and improved the appearance of their skin condition.
- Over 80% of the women believe that bareMinerals is great for sensitive skin and noticed a reduction in the appearance of flaws and imperfections.
- Over 75% of the women noticed an improvement in the appearance of their skin and saw a reduction in redness and irritation.
- Over 70% of the women agreed that bareMinerals smoothes the appearance of fine lines and wrinkles and that with continued use, their skin was less irritated and they had fewer rosacea flare-ups.
- Over 60% of the women agreed that with continued use, the appearance of their skin was improved and that they had fewer acne breakouts.

Findings from www.bareminerals.com

bareMinerals is sold at Bare Escentuals boutiques nationwide and at participating stores such as Nordstrom and Ulta. bareMinerals is also sold on their website and via infomercials on QVC. Consumers of bareMinerals can opt to join the bareMinerals Club to receive discounts and automatic shipments of the foundation kit. A purchase of bareMinerals “Get Started Kit”, which is approximately \$60, comes with a 60-day money-back guarantee. Individual items from the Bare Escentuals product line range from \$10 to \$50.

Puerto Rican Culture

There was not a vast amount of research available on Puerto Rican culture. The website, www.everyculture.com, offered a fairly substantial article by Vilma Santiago-Irizarry. The author broke down the culture in a variety of topics, the most appropriate to my objective being climate, demography, language, symbolism, and ethnic relations. According to Santiago-Izzary, the island ecosystem is diverse and nearly 70 percent is urban. Puerto Ricans consider themselves to be a mixture of Taino, African and Spanish with Spanish being the primary language. Elements of the island such as indigenous tree frogs are potent cultural symbols and local products are considered a higher value. Children are initially instilled with the esteemed trait of the culture called *respeto* which essentially means inherent self-respect and respect for others. Indirectness is a widespread practice in the culture as it is considered rude to be otherwise. The author addressed the culture of Puerto Rico objectively. There were no opinions of the culture expressed and information was supported with data or reason.

The Puerto Rico tourism website, <http://welcome.topuertorico.org>, stated Puerto Ricans are warm, friendly and place a high value on hand and body language. They often greet friends and family with a kiss or a combination of a kiss and hug. Even though Puerto Rico is a commonwealth of the United States, Puerto Ricans typically do not identify themselves Americans. The literacy rate is 94% and the average family income is \$27, 017.

Consumer Behavior

A study by P. Herbig & R. Yelkur (1998) reported on the differences between Hispanic consumers and Anglo consumers. The authors noted that advertisements in the Spanish language create more confident consumers in the Hispanic market. The research also states that Hispanics are more risk averse and skeptical of products that offer a money-back guarantee because it implies the product is of a lesser value. The study delves deeper into the religious and familial aspects of marketing to the Hispanic market. Its most dominant message is not to assume what works in a non-Hispanic market will translate and work just as well in a Hispanic market.

Puerto Rican Beauty Industry

Several articles were located remarking on the booming industry within Puerto Rico and Latin markets. An editorial in *Caribbean Business* (2004) attributes the main focus of the beauty industry to women's cosmetics and that the Puerto Rican market has become more sophisticated. The editorial is brief, subjective and primarily summarizes information from a similar article in the same publication. Puerto Rico is cited as an area of opportunity for cosmetics and offers modest predictions for the Puerto Rican beauty industry.

As previously mentioned, a similar article by Taina Rosa (2004) was also found in *Caribbean Business* and goes into more depth on the reasoning behind the strong market in Puerto Rico such as women making 80% of the household purchasing decisions. The article asks experts in the field from Estee Lauder, Sears, L'Oreal and more about their perceptions on cosmetics sold in Puerto Rico stating the market is outstanding that collectively cosmetic sales surpass \$200 million a year. The article also discusses the

different types of venues merchants use to distribute their product to consumers in Puerto Rico from malls to department stores to kiosks. For the most part, the article is written objectively except towards the end where Rosa discusses the perception of beauty by Puerto Rican women. She observes that beauty is considered more than skin deep for these women and is mostly thought to be a result of good health.

An article in *The New York Times* by Laurel Naversen Geraghty (2006) discusses the beauty regimen of women in the Puerto Rican culture and provides testimonials from Puerto Rican women and doctors. The Puerto Rican women interviewed say home remedies passed down from generations are staples of their beauty routine. The doctors interviewed remark on the difficulties in identifying the differences between Hispanic skin and the skin issues common among Hispanics such as dark spots. The most common concern for this complexion is skin cancer. The article is founded on comments received from women associated with the topic and doctors specializing in skin treatments.

Anna Maria Arias (1992) affirms in her article, regarding the Hispanic cosmetic industry, that Hispanic women purchase more cosmetics than non-Hispanics and represent nine percent of the cosmetic market share. The article is a mix of opinion, statistics and testimonials. An important factor for marketers to note from this article is that Hispanic women stick to their preferred brand. So, although it may be difficult to convince these women to try and switch to a new product, it will most likely prove be rewarding because the product loyalty is strong.

Mineral Makeup

Research available on mineral makeup is scarce and information on the subject is limited. Outside of data on the product's website, most of what is presented on this subject matter appears to be biased.

An article posted on Web MD from Colette Bouchez discussing the ingredients available in regular foundation compared to mineral makeup. The article's primary focus is advice for the consumer. It goes on to compare mineral foundations with traditional foundations and offers some difference in opinion from dermatologists remarking on the purity of the product.

Dr. Skin Spa (www.drskinspa.wordpress.com) has a list of the benefits received from using mineral foundations and explains the ingredients, texture and uses for the cosmetic. The benefits include sun protection, anti-inflammatory properties, water resistance, replenishment, and non-clogging of pores.

Evidently some experts feel all mineral makeup is relatively the same. However, most would agree that bareMinerals is the strongest brand and has the widest diversity in their product line to suit a variety of skin care needs.

Literature Relevance

The factual information gathered contributed to the objective and the formulation of the target market and strategies. Primarily, Puerto Rico is a warm, vibrant culture with close family relations and a strong share in the cosmetic industry. bareMinerals is a competitive brand with the potential to grow in a market that values health and beauty and accommodates a wide range of skin complexions while offering protection from damaging UVA/UVB rays.

Target Market

Based on the research information available, we know Puerto Rico is a compelling market for cosmetic brands. The challenge will be building new users within this market because Puerto Ricans are generally loyal to the brands already built into their routine. The market is Hispanic and therefore considered to be collective, which means the campaign will need to feature women with natural beauty and appeal to the culture's unified personality. Warm tones, indirect messages and familiar body language should be represented within the campaign.

Since Puerto Rico is a territory of the United States, although with some governmental distinctions in their constitution and tax laws etc., it primarily follows the same jurisdictions and therefore should not be difficult to integrate a new business that is already established in the United States. However, from a cultural perspective, Puerto Ricans place a higher value on products that are passed down from generations and that are produced in Puerto Rico and therefore presents a hurdle for bareMinerals to overcome.

Puerto Ricans appreciate beauty and consider it a valuable asset. Beauty, in their culture, is believed to be portrayed from the inside out and health plays a significant role in this. Skin cancer is a serious concern for Hispanics and uneven complexions can be a problem for some women as well. Overall, the market represents smart, health-conscious and loyal individuals with a variety complexions and perceptions of beauty.

Theme

The central theme for bareMinerals' integrated marketing campaign will focus on the natural beauty, protection and enhancements that the product offers. bareMinerals is a makeup revolution and the best secret a woman can share with her friends and family.

Strategic Decisions

bareMinerals will convert the target audience to purchase the bareMinerals "Get Started Kit" to build repeat users and brand loyalty in Puerto Rico.

Marketing Objective

Increase sales in a Hispanic market by compelling new users to try bareMinerals and promote the product by sharing their testimonials with their friends and family.

Communication Objective

Modify attitudes in the Puerto Rico market to believe they can feel good knowing they can wear an all natural makeup that provides complete coverage and improves the skin's appearance while protecting from the sun's harmful UVA rays.

Rationale

Since bareMinerals is attempting to succeed in a market saturated with different cosmetic brands and consumer loyalists, bareMinerals needs to stand out as a smart, confident choice for women hoping to improve their skin, look beautiful naturally and keep their skin youthful and healthy. The product is stamped with the Skin Cancer's Seal of Recommendation, scientifically proven to improve skin and feels fresher than the standard liquid foundation. Creating trials among non-users is the best way to build buzz within this market to develop an emotional connection leading to brand enthusiasts.

Message Strategy

Convince Puerto Rican women that healthy skin comes from healthy products with bareMinerals because it is an all natural product that feels good, protects the skin and looks beautiful all day long.

Target Audience



The target audience for the bareMinerals product launch in Puerto Rico will be women, ages 23 to 45, living in urban areas with a disposable income and penchant for healthy living. These women are more willing to try new products and enjoy introducing their friends and family to new brands as well. They are leaders and juggle several different responsibilities at home and at work. They have an advanced education and believe smart, healthy decisions lead to a happier, more beautiful self. They value natural beauty and include steps for skin preservation in their beauty routine.

Advertising

Radio advertising will also be utilized announcing the bareMinerals promotion and where consumers can go to try the product for themselves. The advertisements will play on radio stations local to product sale locations that play modern music listened to by the target audience.

A full page spread introducing bareMinerals will be placed in women's health and beauty magazines in Puerto Rico such as *Women's Health* Puerto Rico and *Imagen*. The headline will be Spanish and it will read "Put your best face forward". The body will also be in Spanish and will read "Try bareMinerals cosmetics and discover a new, more

beautiful you.” A billboard advertisement will be placed in and along just outside Puerto Rico’s major cities - San Juan, Bayamon, Carolina, Ponce, Mayaguez, and Caguas.

Advertisements will also be placed in bus shelters of the major cities mentioned.

The advertisements will feature adult women between the age of 18 to 35 who are confident and naturally beautiful. The message will be simple and the visual will imply a healthy lifestyle and frame of mind. Copy for the billboard will be minimal because it needs to be processed quickly. Copy for the magazine spread will be slightly more detailed but short. The focus will be on the major benefits of bareMinerals – full coverage and skin improvement. The logo will be displayed in the magazine layout with the company’s tagline “makeup so pure you can sleep in it”. The web address will be on the billboard for potential consumers to go to for more information. Samples of the advertisement are on the following pages:



Ponga A Su Mejor Delantero De Cara

Trate cosméticos de bareMinerals y descubra un nuevo, más hermoso usted.

www.bareminerals.com

bareMinerals

La constitución tan puro
usted puede dormir en ello



**Ponga A Su Mejor
Delantero De Cara**

www.bareminerals.com

Sales and Promotion

bareMinerals will establish kiosks at malls and on the streets of Puerto Rico cities. The kiosks will be large enough to attract attention, stock various shades and allow for experts to apply the makeup to trial users. The goal is to increase trial among non-users and generate buzz about bareMinerals foundation. A self-liquidating premium promotion will be introduced to incent consumers to trial. The premium item offered will be a makeup bag. The makeup bag will be a fun, colorful design to attract consumers within the target audience.

In order to receive the premium item for free, consumers are encouraged to visit any of the kiosks to try bareMinerals. If the consumer decides to purchase the “Get Started Kit” at the kiosk right away they will receive the refillable mirror compact to compliment their new makeup bag. The promotion will run for 90 days in February, March and April before the Hurricane season. The success of the promotion will be measured by the amount of makeup bags disbursed and increase of purchases at bareMinerals kiosks throughout Puerto Rico.



Makeup Bag



bareMinerals Compact

Public Relations

bareMinerals is an all natural product with an SPF 15 and a Seal of Recommendation from the Skin Care Foundation. Skin cancer is a growing concern in the Hispanic market and more Hispanics are aware of the negative impact the sun can have on their skin. bareMinerals can seize this opportunity to educate women on the dangers of not protecting their skin from harmful UVA/UVB rays and how to protect the face from the sun's damaging effects.

To appeal to Puerto Rican women and educate them on Skin Cancer and Skin Cancer prevention, bareMinerals will partner with the Skin Cancer Foundation and the Miss Puerto Rico Universe foundation to host concerts benefitting skin cancer research at Puerto Rico's major cities - San Juan, Bayomon, Carolina, Ponce, Mayaguez, and Caguas.



Miss Puerto Rico Universe 2009, Mayra Matos Perez, will be present at each event to speak about the dangers of skin cancer and how it can be avoided, identified and treated. Miss Puerto Rico Universe will also be available for autographs and pictures with fans and attendees. The music will be performed by local Puerto Rican artists and will feature Puerto Rican Flamenco dancers.

Booths will be set up at each event with take-aways about skin cancer and will have Spanish and English speaking dermatologists for anyone interested in a free skin consultation. The concert will be free and open to the public and the profits from the traditional Puerto Rican food and beverages will go towards skin cancer research.

A large tent will also be on-site for anyone interested in a free bareMinerals makeup application to discover how natural it feels and how beautiful it looks. Proceeds from the sales of bareMinerals foundation at each event will also go to skin cancer research. Samples of bareMinerals foundation will be distributed at the entrances along with an invitation to visit a Spanish micro site set up by bareMinerals, www.bareminerals.com/SPF, which educates women on the benefits of wearing a foundation with an SPF and how to conceal blemishes brought on from the sun.

Press and radio releases will be distributed to the media with the dates and details of the events. It is anticipated that the news releases will spark television and radio interviews on Puerto Rico news programs to generate more consumer awareness about the dangers of skin cancer.

Social Media Marketing

In collective cultures, social media is an excellent tool for individuals to share information and stay in touch with families and friends. Social networking sites, such as Facebook, are popular amongst the Hispanic population because their culture facilitates seeking advice or opinions from each other. The percentage of Spanish-speaking Hispanics on social networking sites is 27 percent (Korzenny, F., & Vann, L., 2009). It is a great avenue to target a growing medium and connect with the target audience on a cultural and social level.

Facebook will be the primary focus in the social media marketing attempts to reach out to a younger and dominate demographic. Advertising space will be purchased to “push” the product on the right hand screen of the target audience’s Facebook page. Another use for this medium is to send out invites to the skin cancer awareness event that

bareMinerals is sponsoring. Finally, a page for bareMinerals in a Spanish language will be created and managed to attract new users and develop a location for consumers within this market to share their experiences with the product and invite others to join.

Conclusion

The wide acceptance and knowledge of health and beauty within Puerto Rico poses an intriguing opportunity for a fairly new cosmetic company that has achieved rapid success in the United States. The variety of skin complexions among Puerto Rican women is an excellent match for this diverse product and its personal appeal will likely generate more brand enthusiasts in the Hispanic market.

References

- About bareMinerals. Retrieved June 10, 2009 from http://www.bareminerals.com/on/demandware.store/Sites-BareMinerals-Site/default/Link-Page?cid=IN_THE_NEWS
- Arias, Anna M. (1992, July) A makeover for the cosmetics industry. *Hispanic*. 16-21.
- Benefits of Mineral Makeup. Retrieved June 12, 2009 from <http://drskinspa.wordpress.com/2009/02/16/benefits-of-mineral-makeup/>.
- Bouchez, Colette. *The lowdown on mineral makeup*. Retrieved June 12, 2009 from <http://www.webmd.com/404?aspxerrorpath=/skin-beauty/features/the-lowdown-on-mineral-makeup>.
- Flores, Ronald C. (2004, April 22). A beautiful business opportunity. *Caribbean Business*, p. 24.
- Herbig, P., & Yelkur, R. (1998). Hispanic and anglo differences in consumer behavior. *Journal of International Marketing & Marketing Research*, 23 (1), 47-56.
- Korzenny, F., & Vann L., (2009) *Social media marketing is a cultural world*. Retrieved June 29, 2009 from http://www.mediapost.com/publications/?fa=Articles.showArticle&art_aid=100595.
- Rosa, Taina. (2004, April 22). Beauty means big bucks. *Caribbean Business*, pp. 18-22.
- Santiago-Irizarry, V. *Puerto Rico*. Retrieved June 12, 2009 from <http://www.everyculture.com/No-Sa/Puerto-Rico.html>
- Welcome to Puerto Rico. Retrieved June 17, 2009 from <http://welcome.topuertorico.org/index.shtml>
- Naversen-Geraghty, Laurel. (2006, November 16). Learning to speak to latino complexions. *The New York Times*, pG3.