

Supergoop!

MALE Collection

Presented by Cover All Ad Agency
Group 3



SUPERGOOP

Supergoop!

meet the team



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Infographic



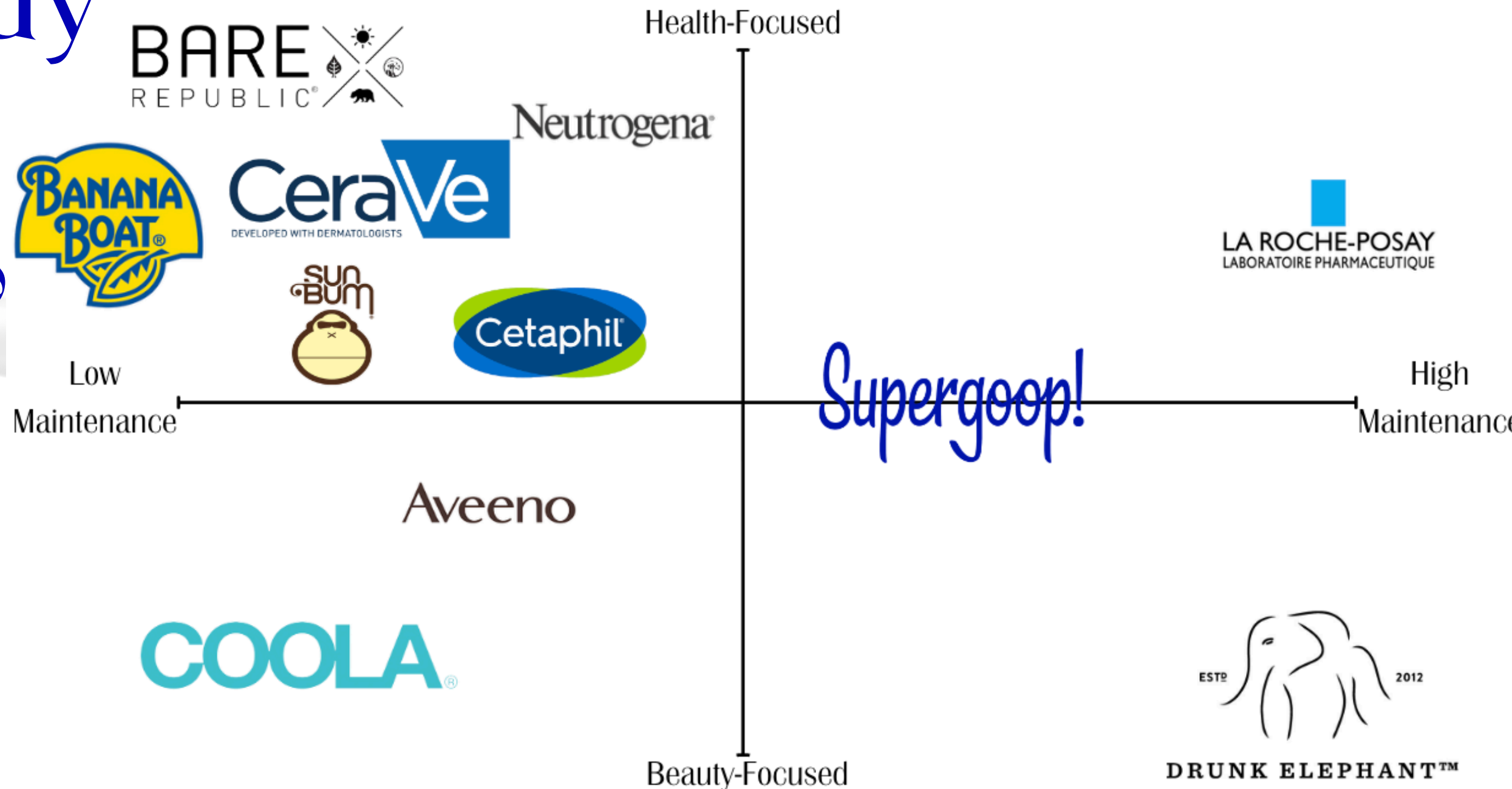
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About the Brand



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Where does
Supergoop lay
against
competitors?



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Critical Factors

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Our Why “Problem Statement”



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Target Audience



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MRI Simmons Insights

	Respondent: Bases_Men					Respondent: Generations_Gen Z (b.1997-2010) (Only includes respondents aged 18+)					Respondent: Generations_Millennials (b.1977-1996)					Respondent: Generations_GenXers (b.1965-1976)					Respondent: Generations_Boomers (b. 1946-1964)				
Respondent: Bases_Men	Unweighted	Weighted (000)	Vertical(%)	Horizontal(%)	Index	Unweighted	Weighted (000)	Vertical(%)	Horizontal(%)	Index	Unweighted	Weighted (000)	Vertical(%)	Horizontal(%)	Index	Unweighted	Weighted (000)	Vertical(%)	Horizontal(%)	Index	Unweighted	Weighted (000)	Vertical(%)	Horizontal(%)	Index
	24,137	122,500	100.00%	100.00%	100	2,666	14,696	100.00%	12.00%	100	9,232	43,382	100.00%	35.41%	100	4,510	23,792	100.00%	19.42%	100	6,553	32,599	100.00%	26.61%	100
Fashion & Style Attitudes: I rely on magazines to keep me up to date on	3,306	16,581	13.54%	100.00%	100	537	3,115	21.20%	18.79%	157	1,378	6,289	14.50%	37.93%	107	627	3,219	13.53%	19.41%	100	662	3,302	10.13%	19.91%	75
Fashion & Style Attitudes: I am loyal to only a few fashion brands and stick	11,500	57,570	47.00%	100.00%	100	1,272	7,314	49.77%	12.70%	106	4,632	21,451	49.45%	37.26%	105	2,293	11,790	49.55%	20.48%	105	2,832	13,780	42.27%	23.94%	90
Fashion & Style Attitudes: I look to social media for tips on how to do my	2,366	12,708	10.37%	100.00%	100	448	2,681	18.24%	21.10%	176	1,163	5,823	13.42%	45.82%	129	431	2,423	10.18%	19.07%	98	286	1,566	4.80%	12.32%	46
Fashion & Style Attitudes: Makeup is my passion_Any Agree	2,039	10,812	8.83%	100.00%	100	391	2,375	16.16%	21.97%	183	1,004	4,854	11.19%	44.89%	127	366	2,009	8.44%	18.58%	96	247	1,318	4.04%	12.19%	46
Fashion & Style Attitudes: Maintaining a youthful appearance is	10,786	52,845	43.14%	100.00%	100	1,274	7,090	48.24%	13.42%	112	4,234	19,173	44.20%	36.28%	102	2,112	10,599	44.55%	20.06%	103	2,736	13,130	40.28%	24.85%	93
Fashion & Style Attitudes: I typically use skincare products that contain	7,992	40,228	32.84%	100.00%	100	948	5,317	36.18%	13.22%	110	3,031	14,163	32.65%	35.21%	99	1,532	8,067	33.91%	20.05%	103	2,099	10,321	31.66%	25.66%	96
Fashion & Style Attitudes: I often use natural or organic beauty	5,519	26,939	21.99%	100.00%	100	817	4,511	30.70%	16.75%	140	2,498	11,258	25.95%	41.79%	118	978	5,089	21.39%	18.89%	97	1,079	5,041	15.46%	18.71%	70
Fashion & Style Attitudes: When a celebrity designs a product, I am	2,288	11,774	9.61%	100.00%	100	487	2,844	19.35%	24.15%	201	1,157	5,335	12.30%	45.31%	128	376	2,009	8.44%	17.06%	88	238	1,338	4.10%	11.36%	43
Fashion & Style Attitudes: I follow influencers on social media for tips	2,768	14,259	11.64%	100.00%	100	560	3,335	22.69%	23.39%	195	1,298	6,080	14.02%	42.64%	120	486	2,498	10.50%	17.52%	90	379	1,981	6.08%	13.89%	52
Fashion & Style Attitudes: I am content with my appearance_Any	18,478	93,265	76.13%	100.00%	100	1,968	10,885	74.07%	11.67%	97	6,941	32,234	74.30%	34.56%	98	3,395	17,855	75.05%	19.14%	99	5,209	25,730	78.93%	27.59%	104
Fashion & Style Attitudes: I follow a strict skin-care routine_Any Agree	6,563	33,099	27.02%	100.00%	100	931	5,265	35.83%	15.91%	133	2,604	11,988	27.63%	36.22%	102	1,173	6,122	25.73%	18.50%	95	1,556	7,713	23.66%	23.30%	88



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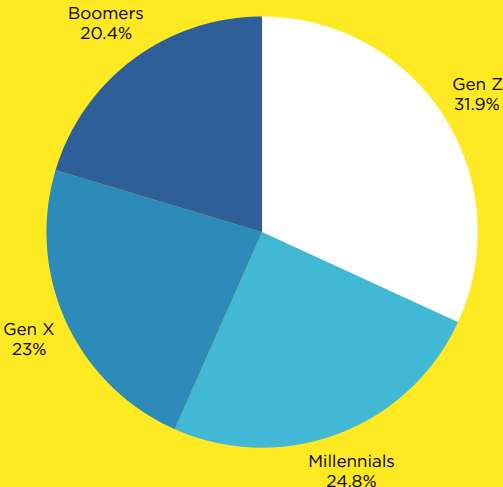
Quantitative data



“I typically use skin care products that contain sunscreen”



“I often use natural or organic beauty products”



“I follow a strict skin care routine”

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Interview Insights

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Final Recommendation



"Take Care of the Skin You're In—Protect and Preserve Every Day."

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THANK
YOU!

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