

Affluents' Favorite Beauty Brands

Affluent Consumer Tracking Study (ACTS)

Tracking key trends in the affluent consumer market (top 20% HHI) on what luxuries affluents purchase, where they shop, how much they spend and what brands they favor



unity
MARKETING

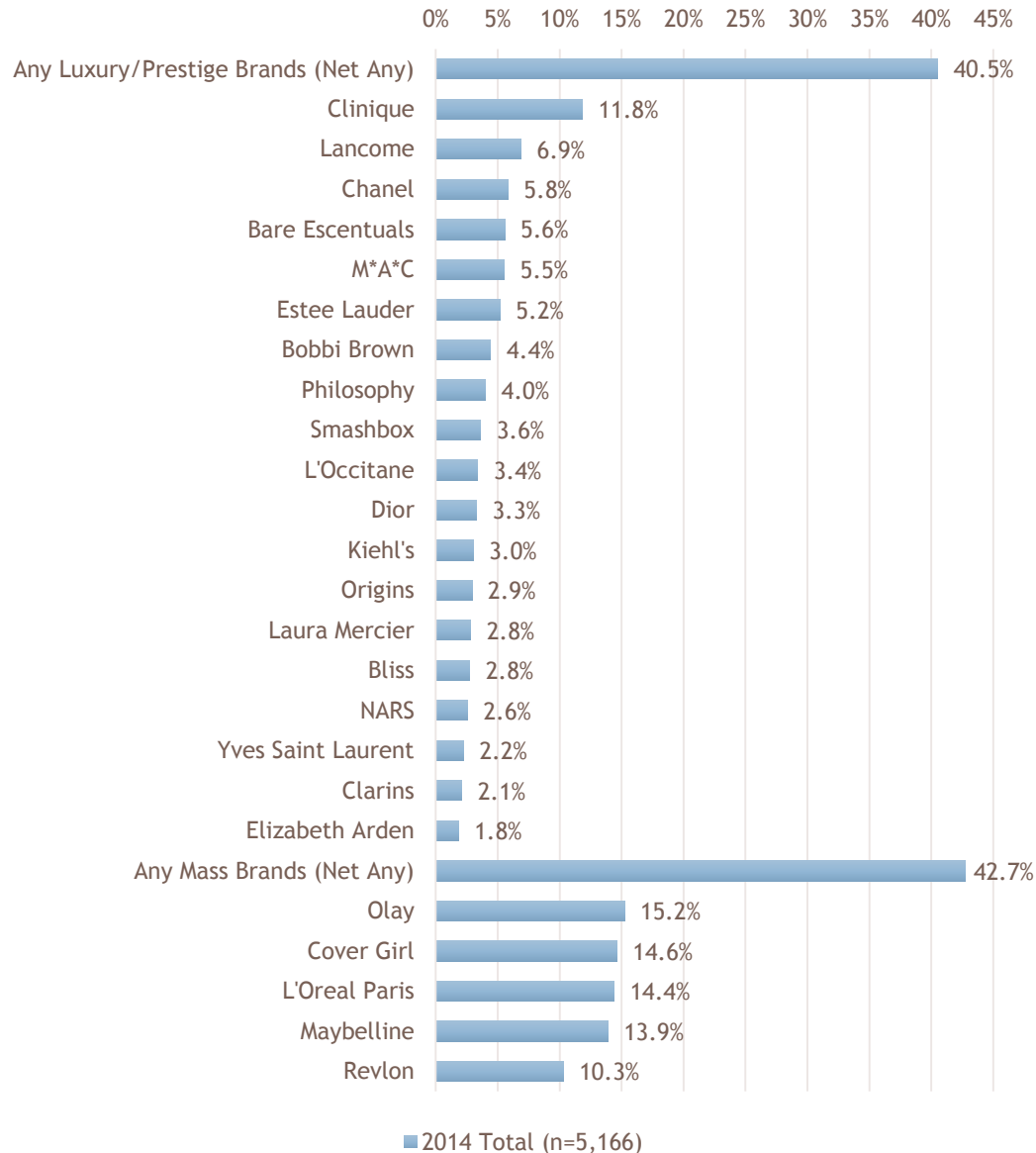
- **Affluent Consumer Tracking Study (ACTS)**
 - A twice-yearly customized report about the what products and brands luxury consumers are buying and how much they spend on luxuries.
 - In today's hyper-competitive environment, market research is not an option; it is a necessity.
 - Luxury marketers that want to win must stay vigilant in tracking the shifts, turns, and changing preferences in their affluent consumer market.
 - They need up-to-the-minute data, as well as a historical perspective, to anticipate the next major luxury business opportunity or branding challenge.
 - Unity Marketing's Affluent Consumer Tracking Study (previously call the Luxury Consumer Tracking Service) is designed for marketers who need to understand the mindset, purchase behavior and psychology of the affluent consumer segment.
 - Launched in January 2004, Unity Marketing has measured the pulse of the affluent consumers in a longitudinal survey of 1,250+ affluent consumer households. Twice a year ACTS reports what luxuries they bought during the past quarter, how much they spent, where they bought, the luxury brands they became aware of and used, and how they felt about their current and prospective financial status.

Unity Marketing's ACTS

Keeping leading marketers focused on the affluent consumer market up-to-date about trends in what their target customers are buying, where they are shopping, how much they are spending and what brands they favor.

Plus, it measures affluent consumer confidence to give a forward-looking view of how affluents will purchase and spend in the future.

Affluent Beauty Brand Usage 2014



Beauty Brand Usage in 2014

Unity Marketing has tracked affluent's purchases of leading prestige and mass beauty brands since 2008.

The chart to the left shows a selective list of the beauty brands purchased throughout 2014.

Behind this chart are details about the demographics of specific beauty brand customers and trends in purchases over time.

Beauty brands competing at both mass and 'class' can gain powerful insights by subscribing to Unity Marketing's ACTS study. Call us to find out more @ 717-336-1600



Let Unity Marketing Be Your Research Partner

Today's consumer marketers face an increasingly competitive environment with many business and marketing challenges.

Unity Marketing leads with research to help businesses gain insights into their core customers and their best target customers - the affluent who have discretionary income to spend.

Unity Marketing's 2015 Research Initiatives

To deliver more actionable insights to marketers about the best potential customers in the U.S. consumer market today - the affluent top 20%.

- **Affluent Consumer Tracking Study (ACTS)**
 - Two waves planned n=1200 affluents
 - Spring “Product & Services Track”
 - Fall “Shopper Track”
- **Millionaires Market Monitor**
 - Partnership with American Affluence Research Center, a study of millionaires (net worth of \$1 million or more) about their consumer attitudes and motivations
 - Fills a gap in millionaire consumer insights
 - Wealth & affluence are different
- **Millennials on the Road to Affluence**
 - New study with important implications for every brand that wants to continue to do business after 2020

- [illegible]

Boutique marketing
research and consulting
firm.

We specialize in business insights into mind of affluent consumer.



- Greater access to new AFFLUENT consumer SAMPLES
- In-depth data about HIGH-END & LUXURY customers
- Understanding of BRAND USAGE & AWARENESS
- Key COMPETITOR BRAND usage & awareness
- Purchase & usage TRACKING STUDIES
- CUSTOMER SURVEYS and studies to identify new opportunities

Does Your Company Need More Data?

Unity Marketing can provide more data about the affluent consumers, combining both qualitative and quantitative research strategies



- UNDERSTAND your best prospective CUSTOMERS' needs and desires
- Get the COMPETITIVE EDGE
- Develop more effective MARKETING STRATEGIES
- RESEARCH your market
- SHARE customer KNOWLEDGE & INSIGHTS
- Evaluate NEW PRODUCTS
- Find best CHANNELS OF DISTRIBUTION
- Track TRENDS in the market

The challenge:

Provide insight that integrates demographics, attitudes and behavior and turn raw data (numbers or statements) into meaningful, actionable information

Do You Need Help To Use Data More Effectively?

Unity Marketing can help you use the research data you have on hand to greater effect to drive growth for your business.

We consult with companies of all sizes, from small to mid-sized to large multi-nationals.

We support retailers, manufacturers and marketers in both B2C and B2B marketing strategies.





In addition to this trend report, Pam Danziger and the Unity Marketing team offer a range of tools and resources to help marketers and retailers identify their best customers and channel partners and how to reach them most effectively with targeted marketing strategies and tactics.

Unity Marketing Can Help You Find Your Best Target Customers & Market More Successfully to Them

Unity's research-based approach can help marketers and retailers find new opportunities for growth in their businesses.

Email Pam188@ptd.net or call 717.336.1600 to discuss your marketing challenges.



3/19/2015

