



# Using Digital Marketing Strategies to Promote Eco-friendly Cosmetic Products: A Comparative Review

Dr. Rashmi Kumari<sup>1</sup>

## Abstract

The rise of online media and influencer culture has rapidly expanded the beauty and cosmetics sector. Marketers now have a lot more opportunities to interact with consumers in the digital age. Additionally, customers' attention spans have greatly decreased in modern times. It is challenging to hold a customer's interest when customers can easily skip advertisements. Digital media has become an effective tool for firms looking to reach their target market, advertise their products and services, and accomplish their marketing objectives. Marketers need to use smart strategies to draw in and hold consumers' interest. Digital platforms give advertisers huge potential to reach and influence a substantial audience through interactive features. The researcher has done content analyses of three eco-friendly brands, i.e., WOW Skin Science, SUGAR Cosmetics, and Mamaearth, and comparative analyses of digital marketing strategies for promoting the mentioned brands.

**Keywords:** Digital Marketing, Eco-friendly Brands, WOW Skin Science, SUGAR Cosmetics and Mamaearth

## 1.1 Introduction

The way firms handle marketing in the contemporary digital world has radically changed as a result of digital media. Thanks to its vast user base and engaging video content, digital media provides brands with a fantastic platform to communicate with their target market and promote their products or services. Digital media presents a plethora of advantages for brands seeking to connect and interact with their target audience. The products are rather inexpensive when considering their pricing and are made to meet the needs of Indian consumers.

The rise of online startups has been significantly increased during lockdown. During the pandemic, the entrepreneurs found solace in the knowledge that starting a business is actually quite simple because it won't cost as much and doesn't require a physical store, and customers preferred to browse the internet for anything they wanted. Consequently, numerous new websites and businesses selling cosmetics have been established.

Social media advertising, user-generated content, community building, search engine optimization, and other digital marketing techniques are promoting products of different brands and online visibility. Additionally, because of social media influencers and content creators, eco-friendly cosmetic products are more widely available these days, and brands' profit maximization.

## 1.2 Review of Literature

From the standpoint of the growth of the beauty industry, women's demand for beauty products is rising along with improvements in living standards and rising purchasing power, which has created development opportunities for the creation and growth of domestic beauty brands. Tencent's "Domestic Beauty Insight Report" indicates that 42% of customers are more likely to purchase local beauty brands, indicating significant untapped potential for domestic beauty brands.

The 5G era presents new opportunities and challenges for marketing planners due to the Internet's rapid development. Social media platforms are extensively used in brand marketing and are essential to the success of brands<sup>1</sup>.

---

<sup>1</sup> Assistant Professor, Department of Mass Communication, Karim City College, Jamshedpur, Jharkhand. Email: krashmi2004@gmail.com, Contact No. 8445928227

The explosive rise in internet and social media usage in recent years among businesses and consumers is another noteworthy emergent trend. Because social media and online communication are so widely used and important, brands must be present in these spaces. Reviews of the literature on green marketing and green advertising in recent years have brought attention to trends and gaps in the field. Interest in mapping research in the specific field has started to increase from 2020 onwards<sup>2</sup>.

Before the pandemic, 85% of beauty product purchases were made in-person at physical retailers like Sephora and Shoppers Drug Mart's Beauty Boutique. Fortunately, a change in consumer purchasing behavior—specifically, the move to online shopping and the growth of e-commerce companies since the pandemic—has given smaller and newer brands the possibility to expand and compete with larger, more established brands through digital marketing. In 2021, 87% of consumers who buy for beauty products said they spent the same amount online or even more than they did in-store before COVID-19. Additionally, 57% of consumers said that more than one-fourth of the beauty product purchases they made in 2020 came from companies they had never used before<sup>3</sup>.

Most social networks allow users to like, comment on, and share posts that they find interesting because they value participation, opinions, and interactions. These social networks also allow users to meet and interact with new people, provide immediate feedback on other users' content, express themselves creatively, and stay in touch with friends, family, acquaintances, and other people who share interests<sup>4</sup>.

After a literature review, the researcher found a gap in the comparative review of digital marketing strategies for promoting eco-friendly brands, i.e., WOW Skin Science, SUGUR Cosmetics, and Mamaearth, so she chose to do research on comparative reviews among the mentioned brands.

### 1.3 Significance of the Research Study

Research, being an endless quest for knowledge, always demands a scientific approach in dealing with subjects that are of social relevance. A lot of research has already been undertaken in the field of media and communication. Giving a new dimension by adding a substantial volume of academic inputs to the research area is of paramount importance. It's an undeniable fact that digitalization and online media have changed the lifestyle of today's generation. For the balanced development of society, it's a sincere attempt on the part of the researcher to do a comparative review of digital marketing strategies for promoting eco-friendly cosmetic products. Besides being an academic research work, the study undoubtedly would contribute to the socioeconomic benefit of future researchers as well as academicians.

### 1.4 Objectives of the Research Study

- 1) To do content analyses of selected eco-friendly cosmetic products
- 2) To do comparative analyses of digital marketing strategies for promoting eco-friendly cosmetic products

### 1.5 Research Design

The researcher has done a *Comparative Review* and the *Content Analyses Method* is used for qualitative analysis.

<b>Unit of Analysis :</b>	Each Eco-friendly Cosmetic Brand
<b>Sampling Technique :</b>	Purposive Sampling
<b>Selected Brands :</b>	WOW Skin Science, SUGAR Cosmetics, & Mamaearth
<b>Duration of study :</b>	One Month
<b>Universe of the study :</b>	All Eco-friendly Cosmetic Brands across India
<b>Secondary Data :</b>	The secondary data includes books, magazines, journals, periodicals, and different websites

For the researcher, *eco-friendly formulations are used to make eco-friendly cosmetics. Natural components derived from renewable raw materials are used to make green and sustainable cosmetics. In addition to being better for the environment, eco-friendly beauty products are often composed of natural and organic materials, making them a wonderful choice for people with sensitive skin. Harsh chemicals are probably not included in eco-friendly cosmetics, which lower the chance of skin damage and flare-ups. In place of synthetic components, plant-based components such as vegetable oils, essential oils, active compounds, and natural scents are found in organic cosmetics.*

Based on the above-mentioned explanation, the researcher has selected the following eco-friendly cosmetic brands:

- i) **WOW Skin Science**
- ii) **SUGAR Cosmetics**
- iii) **Mamaearth**

The analyzes and representation of qualitative data is done via tabulation, it has been created in a Microsoft Office Excel Document.

### Limitations of the Research Study

- i) The researcher has selected only three eco-friendly cosmetic brands due to time constraints.
- ii) Keeping in view budget and feasibility, the researcher has done a comparative review, there is further scope for field study.

## 1.6 Analyses and Interpretation

### A) Introducing the Eco-friendly Cosmetic Products of Comparative Brands

- i) **WOW Skin Science**, is a Health, Wellness & Fitness company based in India. Artificial colours, silicones, parabens, and harmful sulphates are all entirely not present in its products. The products have undergone dermatological testing and are harmless, and inspired by nature. It developed reasonably priced natural products free of toxins in order to establish a specialized subcategory within personal care. The innovation of Indian-American formulations and Traditional-Scientific spaces is liked by customers. WOW took up the issue of educating consumers by modifying their views in order to change their consumption behavior.
- ii) **SUGAR Cosmetics**, made its debut in the Indian market with premium beauty cosmetics that were designed to deliver both superior performance and style. The brand spearheaded the industry shift towards "mattes" with its cult-favorite collection of Matte Liquid Lipsticks and equally well-liked Matte Eyeliners, offering beautiful tones that complemented every Indian skin tone. High-quality, cruelty-free, vegan makeup products that complement a variety of skin tones and types are what SUGAR Cosmetics is known for. The brand's products are free of dangerous chemicals like mineral oil, lead, and parabens and are made with safe, skin-friendly ingredients. The brands' idea was to bridge the gap between providing makeup pigments that complement Indian skin tones and color cosmetics of the highest quality.
- iii) In just a few years, **Mamaearth** has gained more than 5 million customers. It is the first company in Asia to receive the "Made Safe" certification. It is an Indian brand that is registered under Honasa Consumer Pvt. Ltd. and that sells toxin-free baby care, skincare, and hair care. Giving back to the community while achieving their mission of providing organic and Ayurvedic products for mothers, kids, and newborns is made possible by Mamaearth.

Founded / Launched		
WOW Skin Science	SUGAR Cosmetics	Mamaearth
2014	2015	2016

Founder Members		
WOW Skin Science	SUGAR Cosmetics	Mamaearth
Aravind Sokke, Ashwin Sokke, Karan Chowdhary, and Manish Chowdhary co-founded Wow Skin Science in 2016.	Founded by Vineeta Singh and Kaushik Mukherjee. They both are alumni of IIM Ahmedabad. Vineeta Singh is a part of the famous Indian reality TV show 'Shark Tank India'.	Ghazal Alagh and Varun Alagh, are the founders of Mamaearth. Ghazal Alagh gained popularity as one of the judges of corporate reality show 'Shark Tank India', which debuted in 2021.

Headquarter		
WOW Skin Science	SUGAR Cosmetics	Mamaearth
Bengaluru, Karnataka.	Mumbai, Maharashtra.	Gurugram, Haryana.

**B) Analyzing the Eco-friendly Cosmetic Products of Comparative Brands**

Eco-friendly Cosmetic Products		
WOW Skin Science	SUGAR Cosmetics	Mamaearth
<ul style="list-style-type: none"> <li>• WOW Apple Cider Vinegar Shampoo From WOW Skin Science</li> <li>• WOW Onion Hair Oil From WOW Skin Science</li> <li>• WOW Life Science Omega-3 Fish Oil From WOW Skin Science</li> <li>• WOW Skin Science Brightening Vitamin C Foaming Face Wash From WOW Skin Science</li> <li>• WOW Skin Science Retinol Face Serum From WOW Skin Science</li> <li>• Coconut &amp; Avocado Oil Hair Conditioner From WOW Skin Science and more</li> </ul>	<ul style="list-style-type: none"> <li>• Mousse Muse Maskproof Lip Cream Range</li> <li>• Bold Unfold Waterproof Mascara</li> <li>• Auto Correct Creaselee Concealer</li> <li>• Aquaholic Hydrating Foundation</li> <li>• Goddess of Flowless BB Serum</li> <li>• Bling Leader Illuminating Sunscreen SPF35 PA+++</li> <li>• SUGUR Topsy Lips Scrub + Balm Duo</li> <li>• Matte As Hell Liquid Lipstick</li> <li>• Smudge Me Not Liquid Lipstick</li> <li>• Contour De Force Eyes And Palette and more</li> </ul>	<ul style="list-style-type: none"> <li>• Bye Bye Blemishes Face Cream</li> <li>• Argan Hair Mask With Avocado Oil, and Milk Protein</li> <li>• C3 Face Mask With Charcoal, Coffee &amp; Clay</li> <li>• Ubtan Face Mask With Saffron, Turmeric &amp; Apricot Oil</li> <li>• Onion Oil For Hair Fall Control With Redensyl</li> <li>• Mamaearth Coffee and Cocoa Face Wash</li> <li>• Mamaearth Vitamin C Serum</li> <li>• Mamaearth Apple Cider Vinegar Shampoo</li> <li>• Mamaearth Neem and Tea Face Pack and more</li> </ul>

**Inference**

**WOW Skin Science** offers an extensive range of high-quality items, including men's grooming products, bath and body products, herbal blends, skincare solutions, essential oils, and massage oils. All of these products are natural and health-friendly. The company's best-selling item on Amazon in both India and the US is WOW's Apple Cider Vinegar Shampoo. Driven by the remarkable success of the shampoo, the venture presently provides an extensive array of Apple Cider Vinegar commodities, encompassing a beverage, mask for hair, face wash, and so forth. India's first and unique range of hair care products manufactured with the goodness of onions is the best-selling Onion Black Seed Oil Hair Care Range.

**SUGAR Cosmetics**, a variety of beauty products, including as lipsticks, eyeliners, kajal, mascara, blush, foundation, and more, are available in this makeup brand. Eyebrow definer in shades, are appropriate for Indian hair and skin tone. This innovative brow definer features a triangular edge tip and an attached spoolie for effortless brow shaping and filling while on-the-go. It's a first of its type. Long-lasting lip color collections are featuring over 52 shades of high-payoff matte pigments. A range of mini lipsticks were sold in exclusive limited-edition sets. In addition, 22 distinct hues of this best-selling face product are offered to all Indian skin tones and undertones. One of the top makeup brands in India, it has garnered many awards for its innovative and high-performing products.

**Mamaearth** has distinctive products including the first bamboo-based baby wipes in India, children's toothpaste made entirely of plant materials, and skin and hair care products infused with organic ingredients like onion, charcoal, CoCo, and ubtan. The company started off selling six distinct products such as body washes, body lotions, shampoos, oils, and diapers. Currently, Mamaearths' business model sells over 100 products.

**C) Analyzing the Competitive Strategies of Comparative Brands**

Strong Competitors		
WOW Skin Science	SUGAR Cosmetics	Mamaearth
Mamaearth, NatHabit, Biotique, Lotus, Khadi, Amway, Body & Bath, and MCaffeine	MCaffeine, MyGlamm, Honasa Consumer, Mamaearth, and Plum	Emami Limited, Bey Bee, Lotus Herbals, Marico, Himalaya, and Johnson & Johnson, The Moms Co.

### Inference

When **WOW Skin Science** launched, there wasn't much providing these kinds of products. A few years later, start-up companies like Mamaearth and NatHabit led the wave of curating items with a natural theme. Biotique and Lotus, increased the range of natural items they offered. In addition, established businesses such as Khadi stepped up their digital marketing and visibility. The largest rival is Mamaearth. Amway, Body & Bath, and MCaffeine are some of the other rivals.

The strong rivals of **SUGAR Cosmetics** are MCaffeine, MyGlamm, Honasa Consumer, Mamaearth, and Plum.

**Mamaearth** faces competition from major corporations such as Emami Limited, Bey Bee, Lotus Herbals, Marico, Himalaya, and Johnson & Johnson, and The Moms Co.

Unique Selling Point		
WOW Skin Science	SUGAR Cosmetics	Mamaearth
<ul style="list-style-type: none"> <li>• Ayurvedic-scientific business is relatively new</li> <li>• Customer-first strategy</li> <li>• Reasonably products pricing</li> <li>• Minimalist look with unique packaging shapes</li> </ul>	<ul style="list-style-type: none"> <li>• Matte crayon lipsticks &amp; matte liquid eyeliner</li> <li>• High pigment, long-lasting, matte finish lipsticks and kajal</li> <li>• Cause marketing strategy to support women individuality</li> </ul>	<ul style="list-style-type: none"> <li>• Natural &amp; ayurvedic products sectors</li> <li>• It has made investments in sustainability to strengthen the brand's reputation</li> </ul>

Tagline		
WOW Skin Science	SUGAR Cosmetics	Mamaearth
'Be WOW, Naturally!' & 'Get Used to WOW'	'Shukar hai, SUGAR hai'	'Goodness Inside'

### Inference

**WOW Skin Science**, the Ayurvedic-scientific business is relatively new. Putting a strong emphasis on customer feedback while executing the customer-first strategy, was their unique selling proposition. A 200ml bottle of apple cider vinegar shampoo costs just INR 399, but other rivals' products can cost up to INR 1299. As a result, the products' success was significantly influenced by their pricing. WOW created a sleek, minimalist look for the packs by designing unique shapes. The idea of the brush-equipped cap was so innovative that it grabbed customers' interest right away.

**SUGUR Cosmetics** primarily, the brand has employed the cause marketing strategy to support its endorsement of women's empowerment and women's individuality. Plans to dispel misconceptions about stereotype standards of beauty and advance the notion that its product range caters to a diverse customers have also been included. The business has been successful in connecting with the female audience. Additionally, it has intensified the market's rivalry for other brands.

**Mamaearths'** innovative natural and Ayurvedic products variety, growing customer base, and strong online presence, Mamaearth is positioned for long-term success. As a progressive brand, it claims that it has made investments in sustainability to strengthen the brand's reputation. For example, its 'Plant Goodness' effort promises to plant a tree for each order received, while its 'Plastic Positivity' initiative aims to recycle plastic. Modern consumers support brands rather than individual products.

### Target Audience

WOW Skin Science	SUGAR Cosmetics	Mamaearth
<ul style="list-style-type: none"> <li>• Middle-class &amp; everyone aiming to lead a healthy lifestyle</li> <li>• Tech-savvy millennials and Generation Z</li> </ul>	<ul style="list-style-type: none"> <li>• Indian women</li> <li>• Preferred brand among millennials and Generation Z</li> </ul>	<ul style="list-style-type: none"> <li>• Mothers and their babies</li> <li>• The millennial Generation &amp; adults</li> <li>• Men</li> </ul>

### Inference

**WOW Skin Science** went out to micro-influencers with a huge urban reach on their profiles. Every product evolved into a mass-premium offering, satisfying a strong demand among the middle-class consumer base. The narratives surrounding cruelty-free, sulfate-free, eco-friendly, and paraben-free products further fueled the desire for these products to be accessible to everyone aiming to lead a healthy lifestyle. It targeted tech-savvy millennials and Gen Z with an all-digital omnichannel campaign.

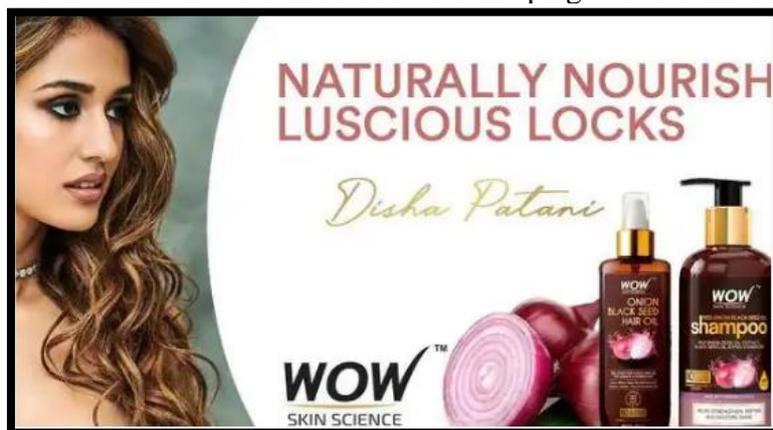
**SUGAR Cosmetics**, Indian women favoured its services because of its stereotype-breaking attitude, support for social causes, reasonably priced products, and smart packaging. In India, SUGAR Cosmetics has emerged as the preferred brand among millennials and Generation Z.

**Mamaearth** first catered to mothers and their babies by offering skin and hair care, pregnancy care, and baby care products, toys, clothes, and accessories. The brand then began to market additional chemical-free skin care items, to the millennial generation in an effort to increase the size of its consumer base. By providing products like beard & hair oils, and aftershave lotions, the company also targeted men.

Celebrity Endorsement		
WOW Skin Science	SUGAR Cosmetics	Mamaearth
Kareena Khan, Bhumi Pednekar, Disha Patani, Kartik Aaryan, Rashmika Mandanna, Riteish Deshmukh & Genelia D'Souza	Tamannah Bhatia, Ranveer Singh, & Vineeta Singh, makes a guest appearance	Shilpa Shetty Kundra & Sara Ali Khan

### Inference

**WOW Skin Science**, the prominent celebrities have been enlisted over the last two years to support various product ranges. **Kareena Khan endorsing the Apple Cider Vinegar Drink, Bhumi Pednekar spearheading the skincare products, Disha Patani, Kartik Aaryan, and Rashmika Mandanna starring in WOW hair care ads and digital banners.** Making this move paid off well as sales increased fairly. In order to reaffirm its dedication to environmental sustainability, WOW featured Bollywood celebrity couple Riteish Deshmukh & Genelia D'Souza in the advertisement campaign for the Ganesh Chaturthi festival.



### WOW Skin Science featured celebrity Disha Patani

**SUGAR Cosmetics** advertisements frequently broadcasted on radio, television, & online platforms. Brand featured **Tamannah Bhatia and Ranveer Singh**, two highly astute choices made by the business. Both millennials and Gen Z appreciate these celebs, making them extremely popular. Sugar received investments from Bollywood actor Ranveer Singh. The CEO of **SUGAR Cosmetics, Vineeta Singh**, makes a guest appearance in the advertisement, giving the video a lighthearted yet serious feel. The marketers included both a male and a female presence in the advertisements, representing a clutter-breaking mindset.



**Sugar Cosmetics featured celebrity Tamannah Bhatia and Ranveer Singh**

Mamaearths’ finest marketing strategy has to be to work with Bollywood actress **Shilpa Shetty Kundra** as a **brand ambassador** to encourage health and fitness awareness. Due to her widespread fame, Mamaearth greatly profited from her roles as investor and brand ambassador. **Sara Ali Khan** was selected to represent the company in 2021, which gave it a more contemporary vibe. Brand launched integrated marketing campaign **#IssWinterGlowNaturally** with **Shilpa Shetty**. She recommends ‘**Mamaearth honey malai**’ as simpler method of giving one's skin the moisture and nourishment it needs in the winter.



**Mamaearth brand ambassador celebrity Shilpa Shetty Kundra**

Business Model		
WOW Skin Science	SUGAR Cosmetics	Mamaearth
<ul style="list-style-type: none"> <li>• Product and Medium</li> <li>• Omnichannel approach</li> <li>• D2C</li> <li>• Remarketing Approach</li> <li>• Push notifications</li> <li>• Customer-first Strategy</li> <li>• Offline clientele</li> </ul>	<ul style="list-style-type: none"> <li>• Cosmetics for different tones</li> <li>• Omnichannel approach</li> <li>• D2C</li> <li>• Appears in partner portals, e-commerce sites, &amp; shop-in-shops</li> <li>• Unique brand stores &amp; kiosks</li> <li>• Value-based pricing strategies</li> <li>• Regular sales and discounts</li> </ul>	<ul style="list-style-type: none"> <li>• Lean Innovation Cycle</li> <li>• Products produced by contract manufacturers using the Mamaearth trademark</li> <li>• D2C</li> <li>• Omnichannel presence</li> <li>• Moms’ can communicate &amp; share experiences via online media</li> </ul>

**Inference**

**WOW Skin Science** has prioritized two key areas of focus: Product and Medium with omnichannel approach to connect with customers. They used Facebook, Instagram, and YouTube to target potential buyers heavily in all of their digital marketing campaigns. Their plan was to spark curiosity by using videos

to inform viewers about their innovative products. Once users interacted with these videos or visited their website, they were shown advertisements of WOW products wherever possible – a concept known as **remarketing**.

They create web push notifications to assist customers at various points in the purchasing process, giving them a flawless online shopping experience. In keeping with their ‘customer-first’ approach, which aimed to retain their loyal customer and boost audience interaction. It also desired to grow their offline clientele.

**SUGAR Cosmetics** adopted a methodical approach. It began as D2C, moved on to partner portals and other e-commerce sites, and eventually appeared as shop-in-shops. It launched its unique brand stores and kiosks. The brand currently has over 114 Exclusive Brand Outlets (EBOs) and kiosks. Brand has ventured onto high streets.

Lead by L. Catterton, it raised \$50 million in May 2022. Numerous additional investors, such as A91 Partners, Elevation Capital, and India Quotient, also took part in the fundraising event. SUGUR offers sales and discounts to encourage purchases and give customers a sense of urgency.

**Mamaearth** adopted ‘Lean Innovation Cycle’, based on the idea that you should always be listening to your customers’ feedback in order to increase efficiency. Experimentation and ongoing product quality improvement are their top priorities. It helped Mamaearth to recognise and promptly meet customers’ needs. The brand creates products that are subsequently produced by contract manufacturers using the Mamaearth trademark. It mostly sells online via D2C channels like Amazon, Flipkart, & other offline retailers.

They developed a website where moms can communicate and share experiences on taking care of their kids, working, and nursing. As a result, Mamaearth was able to gain a positive image and reputation among mothers, and these mothers went on to become loyal customers of the brand.

**D) Analyzing the Digital Marketing Strategies of Comparative Brands**

Advertising Campaign Appeal		
WOW Skin Science	SUGAR Cosmetics	Mamaearth
<ul style="list-style-type: none"> <li>Emotional Appeal</li> <li>Sustainable improvements</li> <li>‘100% Made in India’, &amp; ‘vocal for local’ ad campaign</li> </ul>	<ul style="list-style-type: none"> <li>Emotional Appeal</li> <li>Cause marketing strategy for women’s individuality</li> </ul>	<ul style="list-style-type: none"> <li>Emotional Appeal</li> <li>Mothers &amp; their babies with toxin-free baby products</li> </ul>

**Inference**

**WOW Skin Science** implied sustainable improvements in health and look by promising healthier skin and hair with its natural ingredients. Higher self-esteem would result from this, which is a basic human need. ‘**100% Made in India**’, It encourages customers to become ‘**vocal for local**’ and strengthens relationships. These strong relationships with consumers are essential to its marketing strategy's success.

**SUGAR Cosmetics'** has employed the cause marketing strategy to support its women’s empowerment and women’s individuality. This case study on SUGAR Cosmetics' marketing campaign examined successful marketing initiatives that helped the brand stand out in the marketplace, as well as its marketing strategies, branding, and advertising.

**Mamaearth**, since the founders were aware of what parents desired for their babies, they came up with the concept for the company while searching online for natural, toxin-free baby products.

Influencer Marketing		
WOW Skin Science	SUGAR Cosmetics	Mamaearth
<ul style="list-style-type: none"> <li>Micro &amp; macro influencers</li> <li>OTT influencers Pratik Gandhi, Shreya Chaudhary, Jasmin Bhasin, &amp; Aly Goni</li> </ul>	<ul style="list-style-type: none"> <li>Social media influencers</li> <li>User-generated posts</li> </ul>	<ul style="list-style-type: none"> <li>Collaborated with numerous online influencers</li> <li>Collaborated with five hundred mom bloggers</li> </ul>

**Inference**

**WOW Skin Science** used social media audience segmentation, influencer marketing, and celebrity ambassadors to increase brand recall. WOW avoided traditional media and opted for a wide range of micro- and macro-influencers who had a large following of Target Group on Facebook, Instagram, and Youtube. On their channels, the influencers posted interesting product videos. To increase brand equity among millennials, OTT influencers Pratik Gandhi, Shreya Chaudhary, Jasmin Bhasin, and Aly Goni were also brought on board by WOW.

**SUGAR Cosmetics** was able to connect with more than 5 million social media users through influencers. More than 20,000 brand mentions and more than 30,000 user-generated posts were produced by the campaigns.

**Mamaearth** has collaborated with numerous online influencers. In addition, brand collaborated with five hundred mom bloggers to spread awareness and promote the brand.

Branding through Digital Media Platforms		
WOW Skin Science	SUGAR Cosmetics	Mamaearth
<ul style="list-style-type: none"> <li>• Digital ad campaigns</li> <li>• Website, app, &amp; major eCommerce</li> <li>• web push notifications</li> <li>• Word-of-mouth publicity</li> <li>• Sites to generate a powerful call-to-action</li> <li>• Trust building approach</li> <li>• ATL &amp; BTL activations</li> </ul>	<ul style="list-style-type: none"> <li>• Online visibility</li> <li>• Reviews on eCommerce and marketplace websites</li> <li>• Customer feedback</li> <li>• 4 billion views annually</li> <li>• Social Media Advertising, User-generated Content, Community Building, &amp; SEO</li> <li>• ATL &amp; BTL activations</li> </ul>	<ul style="list-style-type: none"> <li>• Digital marketing methods</li> <li>• Online visibility</li> <li>• Google Ads &amp; SEO</li> <li>• Forbes, Elle, &amp; Vogue, have also featured Mamaearth</li> <li>• Trust building approach</li> <li>• Almost 70% of the sale of its products comes from online platforms</li> <li>• ATL &amp; BTL activations</li> </ul>

**Inference**

**WOW Skin Science**, India's Instagram page boasts over half a million followers. After launching highly focused digital campaigns to attract the primary group of customers, it made the decision to expand and reach a wider audience. Gen Z and Millennial customers are eco-conscious and prefer to purchase sustainable products. It creates ad campaigns that highlight fashionable sustainability trends. They launched the **#TrashYourSpam** campaign in an effort to combat digital pollution. More than 200 products are currently available for purchase via website, app, & major eCommerce sites like Bigbasket, Amazon, Flipkart, Grofers, and Nykaa. In India, it can also be found in over 5,000 pharmacies and department stores. In 2020, the online channel accounted for 93% of sales in India.

Additionally, the brand used personalized messaging to target its audience according to their specific stage in the purchasing process. In one such case, WOW employed segmented ad campaigns and web push notifications to raise Average Order Value (AOV) by 22% and Click through Rate (CTR) by 103%.

Problem-solving would always follow ingredients. To keep customers interested, the website is packed with comprehensive details about the products and ingredients. The amazing storytelling is portrayed on the www.buywww.in homepage, which perfectly encapsulates the brand image.

*Manish Chowdhary, the co-founder, claims that a customer interacts with the brand seven times before deciding what to buy online. Therefore, every stage of the purchasing process has the potential to cultivate a positive customer mindset that fosters brand confidence.*

The most important form of trust building is social proof, which may be found in product ratings, reviews, and comments. Positive comments on well-known websites such as Amazon generate word-of-mouth publicity. This, together with the 87% high-quality reviews from over 10,000 buyers, gives the product a lot of confidence. A 4.1 rating from 27,000 Amazon customers suggests that the product is highly reliable. WOW uses a seamless checkout process, limited-period deals, fascinating bundle offers, and gifts on its website and partner e-commerce sites to generate a powerful call-to-action.

While WOW is a well-known challenger brand in the US, it is mounting farther into other regions like APAC, Middle East & Africa in its effort to become really iconic. This came after 'Above The Line' (ATL) and 'Below The Line' (BTL) activations.

**SUGAR Cosmetics** transitioned to being fully digitally native between 2015 and 2022. They had an once-in-a-lifetime opportunity to raise awareness because to digital. The brand wants consumers to check out SUGAR's offerings rather than just scroll through their phones. In order to ensure that the brand would stick in the minds of consumers even during fleeting moments when scrolling through their phones, the brand was created keeping digital in mind. As a result, the brand spent a great deal of time and energy developing a visually appealing brand that would be compatible with digital platforms and making things shareable. Following hashtags with different online advertisement campaign are available:

**#TrySugar**

**#MySkinMyChoice**

**#GetThePicture**

**#BetterWithHer**

**#EveryWomanIsAWonderWoman**

**#ShukarHaiSugarH**

Actions speak louder than words, according to an adage. Reviews, in the form of words, informed SUGAR a lot about what its customers desired. ***Kaushik Mukherjee, the creator of the brand, has developed a habit of reading product reviews on eCommerce and marketplace websites. Customer feedback has provided SUGAR with a wealth of insightful information that it has utilized to enhance and expand its product ranges.*** SUGAR has even been able to create some innovative items like foundation sticks and matte eyeliners because of this understanding.

**Social Media Advertising:** After using social media advertising to reach a larger audience, SUGAR Cosmetics noticed a 2X growth in its consumer base. By optimising its ad targeting and creativity, the company also achieved a 5X improvement in their "Return on Ad Spend (ROAS)."

**User-generated Content:** More than 50,000 user-generated posts and more than 35,000 brand mentions on social media were produced.

**Community Building:** Over 50,000 people signed up for SUGAR Cosmetics' loyalty programme, and over 10,000 people referred others to it. Customers were encouraged by the programmes to use the brand again and to tell their friends about it.

**Search Engine Optimization (SEO):** It was able to rank on the first page of Google search results for important industry terms like **'best cruelty-free makeup brand'** and **'best Indian makeup brand'** because to their SEO efforts. Additionally, the organization noticed a 3X boost in organic search traffic to their website.

Overall, SUGAR Cosmetics' performance marketing techniques helped the brand become a top makeup brand in India and grow its revenue by more than 300%.

**Mamaearth** has grown their consumer base via digital advertisement to promote themselves. Their ads effectively represent their brands and are highly catchy. Mamaearth uses marketing mix including a combination of conventional and digital marketing methods.

***We are a 'mum-powered' company and work with a large number of mothers who are involved in the process, right from ideation, conceptualization to the actual product launch. We believe this connection with mothers will continue to be the biggest driver of success. We have more than 200 young moms on board who help us in conceptualizing and formulating the products. The moms then test these products, and only those with great feedback are approved for mass production," says Ghazal Alagh.***

Their digital marketing strategies include Google Ads and Search Engine Optimization. Numerous renowned magazines and websites, such as Forbes, Elle, and Vogue, have also featured Mamaearth. Additionally, the company has won several awards, which helped to increase brand recognition. Its marketing strategy works because it uses a range of media to reach its target audience. Its website is more easily accessible to potential customers who are searching for the products the brand sells, because of SEO.

As part of its expansion goal, the company has partnered with contemporary trade retailers like **Wellness Forever, Health & Glow, Dabur, NewU, Guardian, 98.4 chemists, Mother care, and Shoppers Stop, and others.** It also claims that it has more than 3,000 stores nationwide. They have also

expanded their warehouse and supply chain. Although online channels account for a greater portion of company revenues, offline sales' contribution has increased to 15%.

## 1.7 Conclusion

**WOW Skin Science**, Consumer satisfaction leading to advocacy and repeat purchases is the hallmark of great consumer brands. WOW accomplished this by being genuine, promising modestly, and keeping its word to its audience. The foundation of excellent marketing is exceptional product quality. To develop the formula for their first Apple Cider Vinegar shampoo, one of the co-founders travelled to the US nine times. One of the most popular online search terms in 2015 was 'health & beauty', and team WOW had a clear understanding of its target audience from the start.

Due to high demand, the large 500ml bottle was also introduced in the US. Customer centricity is so strong that, in order to make a judgment when a 30-person team insisted on altering a label for the US market, they surveyed 1,000 customers.

They highlight their constant dedication to sustainable, safe, and effective products through their sustainability campaigns. Their brand enjoys a favorable reputation and has an instant recall value due to their proactive and consistent approach to social media. An intriguing fact about them is that, in 2022, online channels accounted for over 80% of their revenues.

**SUGAR Cosmetics**, has some really hip and amusing marketing campaigns. Other companies can learn from these brands' marketing initiatives aimed at establishing a connection with the people, particularly with online customers. Although there are certain weaknesses in the brand's business strategy, there are also opportunities for expansion and product diversification that could contribute to the brand's success in the future.

All things considered, SUGAR Cosmetics is a case study of how a company can successfully differentiate itself in a competitive industry by putting its customers first and maintaining a commitment to quality and innovation. In summary, SUGAR Cosmetics exhibits a strong sense of social responsibility in conjunction with product and brand promotion. It differentiates itself from the traditional crowd with its constant clutter-breaking attitude. The brand has a very astute goal of positioning itself to be the top choice for the next generation.

Fundamentally, **Mamaearths'** wonderful products enabled them to soar to new heights. They have provided outstanding customer service by accurately understanding and meeting their customers' needs. It is an inspiration for many startups. Their business and revenue model is straightforward but efficient. People themselves suggest their products to others since they are of such high quality. Mamaearth was awarded the title of '**One of the Best Brands'** in India.

## Further Readings

- <sup>1</sup><https://www.atlantis-press.com/proceedings/icemci-22/125981435#:~:text=Take%20%E2%80%9CColorkey%E2%80%9D%20as%20an%20Example&text=With%20the%20improvement%20of%20people's,developing%20domestic%20color%20cosmetics%20brands> (Retrieved on 22/11/2023, 05:33 pm)
- <sup>2</sup><https://www.mdpi.com/2071-1050/14/21/14424> (Retrieved on 19/11/2023, 10:07 pm)
- <sup>3</sup><https://www.linkedin.com/pulse/digital-marketing-strategies-beauty-cosmetics-brands-alvi-/> (Retrieved on 02/11/2023, 07:57 pm)
- <sup>4</sup>[https://www.modul.ac.at/uploads/files/Theses/Bachelor/Undergrad\\_2021/BSC\\_2021/1821054\\_HOEFER\\_Laura\\_Bachelor\\_Thesis.pdf](https://www.modul.ac.at/uploads/files/Theses/Bachelor/Undergrad_2021/BSC_2021/1821054_HOEFER_Laura_Bachelor_Thesis.pdf) (Retrieved on 02/11/2023, 08:45 pm)
- <https://startuptalky.com/mamaearth-business-model/> (Retrieved on 06/11/2023, 10:35 pm)
- <https://www.businessoutreach.in/mamaearth-business-model-marketing-strategy/> (Retrieved on 15/11/2023, 07:15 am)
- <https://www.financialexpress.com/business/brandwagon-mamaearth-increases-its-marketing-spends-by-threefold-to-invest-in-tv-and-digital-2149972/> (Retrieved on 22/11/2023, 12:17 pm)
- <https://thebrandhopper.com/2022/12/10/mamaearth-startup-story-business-model-and-marketing-strategy/> (Retrieved on 03/12/2023, 09:05 pm)
- <https://www.deccanchronicle.com/lifestyle/fashion-and-beauty/311219/sugar-cosmetics-marketing-strategy-for-fy-2020.html> (Retrieved on 07/01/2023, 05:24 am)

- <https://www.linkedin.com/pulse/sweet-success-how-sugar-cosmetics-used-performance-marketing-rao/> (Retrieved on 03/12/2023, 09:47 am)
- <https://www.indiaretailing.com/2023/01/13/5-strategies-that-helped-sugar-cosmetics-become-a-big-brand/> (Retrieved on 1/12/2023, 11:05 pm)
- <https://www.slideshare.net/VarunOjha7/aida-model-70221769> (Retrieved on 01/12/2023, 11:17 pm)
- <https://wafflebytes.com/blog/sugar-cosmetics-sales-revenue-tech-driven-business-model/> (Retrieved on 22/1/2023, 06:35 am)
- <https://www.gingermediagroup.com/blog/top-sugar-cosmetics-marketing-campaigns-a-study-of-its-marketing-campaigns/> (Retrieved on 13/11/2023, 03:49 pm)
- <https://cloutflow.com/influencer-marketing-resource/market-study/influencer-marketing-strategy-of-sugar-cosmetics> (Retrieved on 26/11/2023, 02:10 pm)
- <https://thestrategystory.com/2021/09/14/wow-skin-science-marketing-strategy/> (Retrieved on 29/11/2023, 12:13 am)
- <https://www.buywow.in/> (Retrieved on 06/12/2023, 06:27 pm)
- <https://www.ciim.in/wow-marketing-strategy/> (Retrieved on 01/12/2023, 05:11 pm)
- <https://blog-cms.bik.ai/wow-skin-science-marketing-strategy/> (Retrieved on 03/12/2023, 10:25 pm)
- <https://klubworks.com/blog/are-you-looking-to-perform-influencer-marketing-do-not-miss-these-expert-tips-from-wow-skin-science> (Retrieved on 05/12/2023, 09:17 pm)
- <https://dutchuncles.in/inspire/how-wow-skin-science-created-the-wow-factor-in-its-brand/> (Retrieved on 03/12/2023, 12:15 pm)
- <https://grocurv.medium.com/how-young-brands-grow-wow-skin-sciences-story-3e5e8c1bd871> (Retrieved on 19/11/2023, 07:05 pm)
- <https://www.indianretailer.com/brands-like-decathlon-india> (Retrieved on 21/11/2023, 11:03 pm)
- <https://www.exchange4media.com/marketing-news/white-rivers-media-named-independent-agency-of-the-year-at-icma-2023-131323.html> (Retrieved on 29/11/2023, 09:16 am)
- <https://pitchbook.com/profiles/company/437892-94#competitors> (Retrieved on 27/11/2023, 06:03 pm)
- [https://tracxn.com/d/companies/wow-skin-science/\\_S622iPNbtypE87gARR8ydlv5-9Sux9WeRO1x8YWD9p8](https://tracxn.com/d/companies/wow-skin-science/_S622iPNbtypE87gARR8ydlv5-9Sux9WeRO1x8YWD9p8) (Retrieved on 03/12/2023, 12:05 am)
- <https://thestrategystory.com/2021/06/08/mamaearth-marketing-strategy/#:~:text=Mamaearth's%20solid%20marketing%20strategy%20has,building%20a%20loyal%20customer%20base.> (Retrieved on 07/12/2023, 11:28 am)
- <https://globalcioforum.com/sugar-for-the-bold-and-independent/> (Retrieved on 06/12/2023, 03:28 pm)
- <https://in.sugarcosmetics.com/pages/about-us> (Retrieved on 28/11/2023, 07:15 pm)
- <https://www.indianretailer.com/article/perspectives/d2c-100-wow-skin-science-natural-skincare.a8245#:~:text=The%20products%20are%20targeted%20at,various%20markets%20across%20the%20country> (Retrieved on 26/11/2023, 11:33 pm)
- <https://in.sugarcosmetics.com/blog/sugar-beauty-products-with-great-customer-reviews-and-why-they-are-worth-it> (Retrieved on 23/11/2023, 06:13 pm)
- <https://magicpin.in/blog/best-wow-skin-science-products/> (Retrieved on 03/12/2023, 11:49 pm)
- <https://magicpin.in/blog/best-mamaearth-products/> (Retrieved on 01/12/2023, 05:26 pm)
- [https://tracxn.com/d/companies/sugar-cosmetics/\\_3zT7GCOeb11Y8qwgU16aAdjBBDNWj3pTHdGnMX1TJI/competitors](https://tracxn.com/d/companies/sugar-cosmetics/_3zT7GCOeb11Y8qwgU16aAdjBBDNWj3pTHdGnMX1TJI/competitors) (Retrieved on 29/11/2023, 05:33 pm)
- <https://www.exchange4media.com/marketing-news/shilpa-shetty-kundra-highlights-goodness-of-natural-ingredients-in-mamaearths-new-tvc-118707.html> (Retrieved on 10/11/2023, 11:07 pm)
- <https://www.youtube.com/watch?v=vrhYCqgLnDs> (Retrieved on 29/11/2023, 10:45 pm)
- <https://www.livemint.com/industry/advertising/disha-patani-to-endorse-wow-skin-science-india-s-haircare-line-11597836483226.html> (Retrieved on 22/11/2023, 07:07 am)