

CHINA'S PREMIER INFLUENCER MARKETING PLATFORM

SKIN CARE
BRAND

KOL 营销分析

INFLUENCER MARKETING ANALYSIS

Monitor Date: 2018. 5. 1 - 2018. 5. 31

www.parklu.com

/ Monthly report / PARKLU

PARKLU

20,000+ INFLUENCERS

REACHING 500+ MILLION PEOPLE

ACROSS 11 PLATFORMS



WEIBO WECHAT INSTAGRAM NETEASE CLOUD MUSIC BILIBILI YIJIJING YOUKU XIAOHONGSHU DOUYIN

FASHION

PARENTING

F&B

BEAUTY

FITNESS

TRAVEL

BEIJING SHANGHAI BEIJING HONGKONG ZHEJIANG SHANGHAI

2.2M 1.2M 2.2M 96K 206K 352K

197K 503K 32K 14K

@方小白 @陈暖央 @傅沛MelilimFu



Featured Brands

PARKLU selected 20 beauty brands from around the world who are competing for the Chinese consumers' attention. We measure attention based on Influencer mentions, audience reach, social engagement, and total media value.

Data Tracking

Using PARKLU's analytics platform, we are able to monitor the activities levels of our 18K+ influencer database across 11 social media platforms for any brand selling in China.

Data Analysis

PARKLU's analytics tool allows us to identify trends, monitor performance, and export customer sentiment through various influencer activities.

Evaluation

PARKLU's expert team of market analysts interpret the data into actionable findings for industry leading brands.

/ BRAND

PARKLU



EAU THERMALE雅
Avène漾

Neutrogena®
露得清®

御泥坊

A.H.C



CAUDALIE
PARIS

Kiehl's
SINCE 1851

PROYA
珀莱雅
COMPANIES

SKINFOOD
since 1957

FANCL

CLARINS
PARIS

CLINIQUE

百雀羚
Un

Sulwhasoo

POLA

L'Occitane
EN PROVENCE

PETER THOMAS ROTH
CLINICAL SKIN CARE

佰草集
HERBORIST

The history of
f

/ INFLUENCER MENTIONS

PARKLU

How many KOLs have mentioned the brand and the KOL's tier

100K-300K / 300K-800K / 800K+

5K / 5K-20K / 20K-50K

20K / 20K-80K / 80K-300K

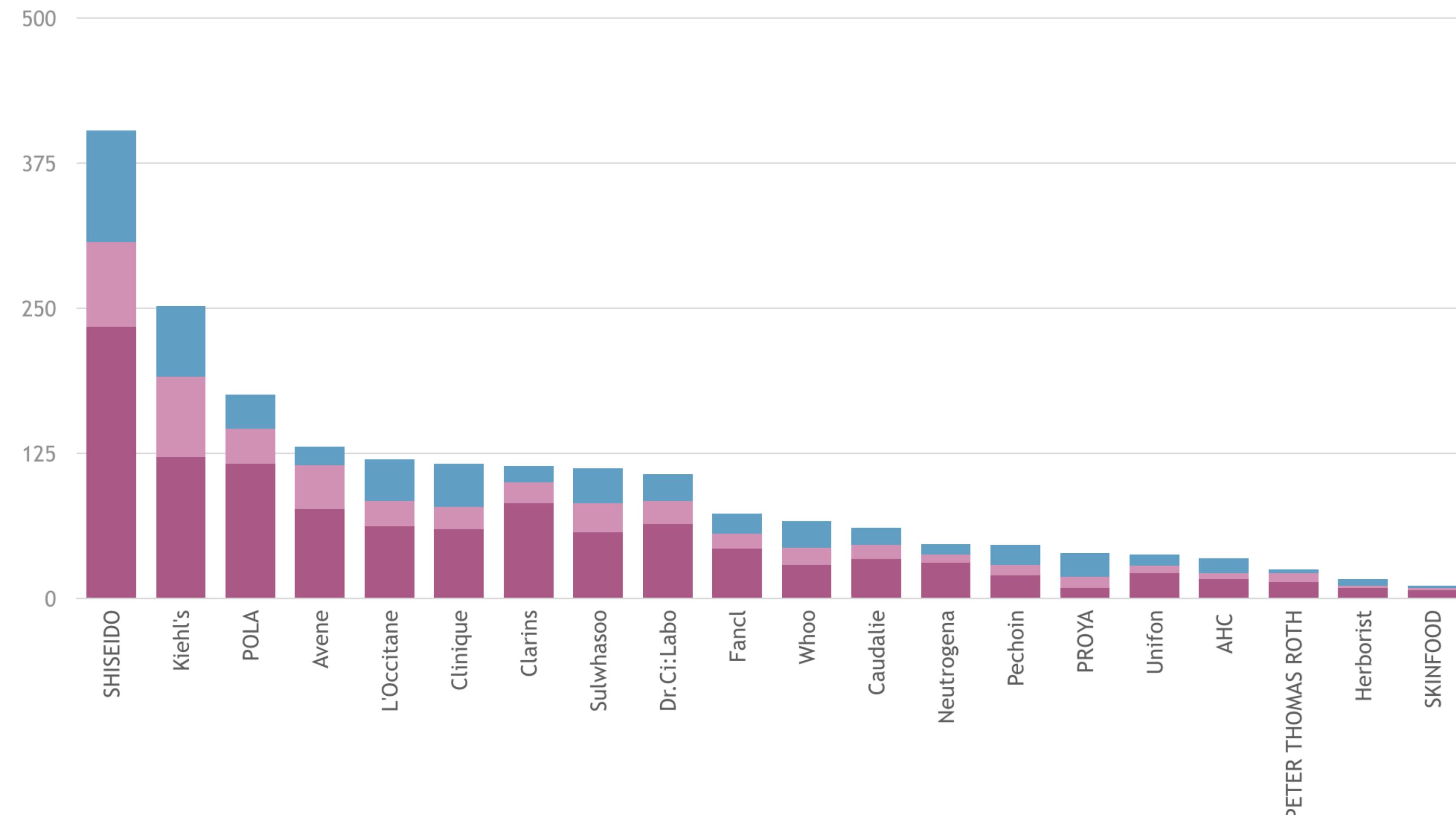
* Micro / Mid / Top KOL in Social Media Platform

MICRO

MID

TOP

Unit: KOL



/ INFLUENCER MENTIONS

PARKLU

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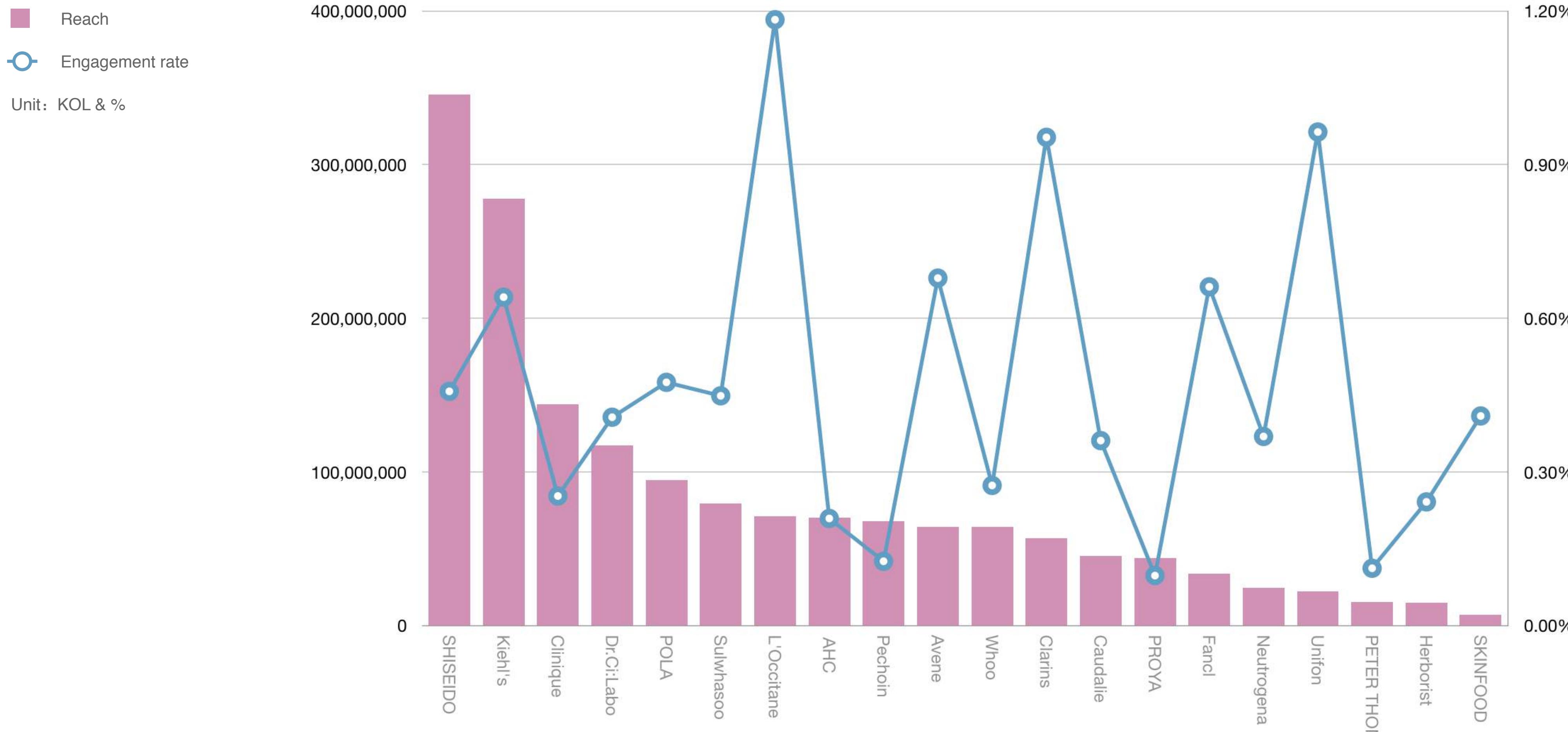
Brand	The Number of KOLs	Top Tier	Mid Tier	Micro Tier
SHISEIDO	403	96	73	234
Kiehl's	252	61	69	122
POLA	176	30	30	116
Avene	131	16	38	77
L'Occitane	120	36	22	62
Clinique	116	37	19	60
Clarins	114	14	18	82
Sulwhasoo	112	30	25	57
Dr.Ci:Labo	107	23	20	64
Fancl	73	17	13	43
Whoo	67	23	15	29
Caudalie	61	15	12	34
Neutrogena	47	9	7	31
Pechoin	46	17	9	20
PROYA	39	20	10	9
Unifon	38	10	6	22
AHC	35	13	5	17
PETER THOMAS ROTH	25	3	8	14
Herborist	17	6	2	9
SKINFOOD	11	2	2	7

/ REACH & ENGAGEMENT RATE

PARKLU

How many persons were reached by KOLs?

Engagement rate = Engagement (like, comment, repost...) / Reach
Reach: The total number of followers of all the KOLs who have mentioned the brand



/ SOCIAL MEDIA DISTRIBUTION

PARKLU

The number of posts mentionning brands on the social media platforms ?



Unit: Post

Brands	Total Post				Others
SHISEIDO	615	353	28	181	53
Kiehl's	415	191	11	125	88
POLA	275	150	16	99	10
Clarins	173	85	3	50	35
L'Occitane	173	62	4	35	72
Avene	152	79	1	48	24
Clinique	147	88	1	54	4
Sulwhasoo	135	68	4	53	10
Dr.Ci:Labo	133	80	2	51	0
Fancl	94	36	10	42	6
Caudalie	83	36	0	33	14
Whoo	78	52	3	21	2
Neutrogena	63	29	2	16	16
Unifon	54	8	0	46	0
Pechoin	53	36	0	17	0
PROYA	52	50	1	1	0
AHC	38	16	0	22	0
PETER THOMAS ROTH	31	18	0	13	0
Herborist	20	11	2	7	0
SKINFOOD	16	11	1	2	2

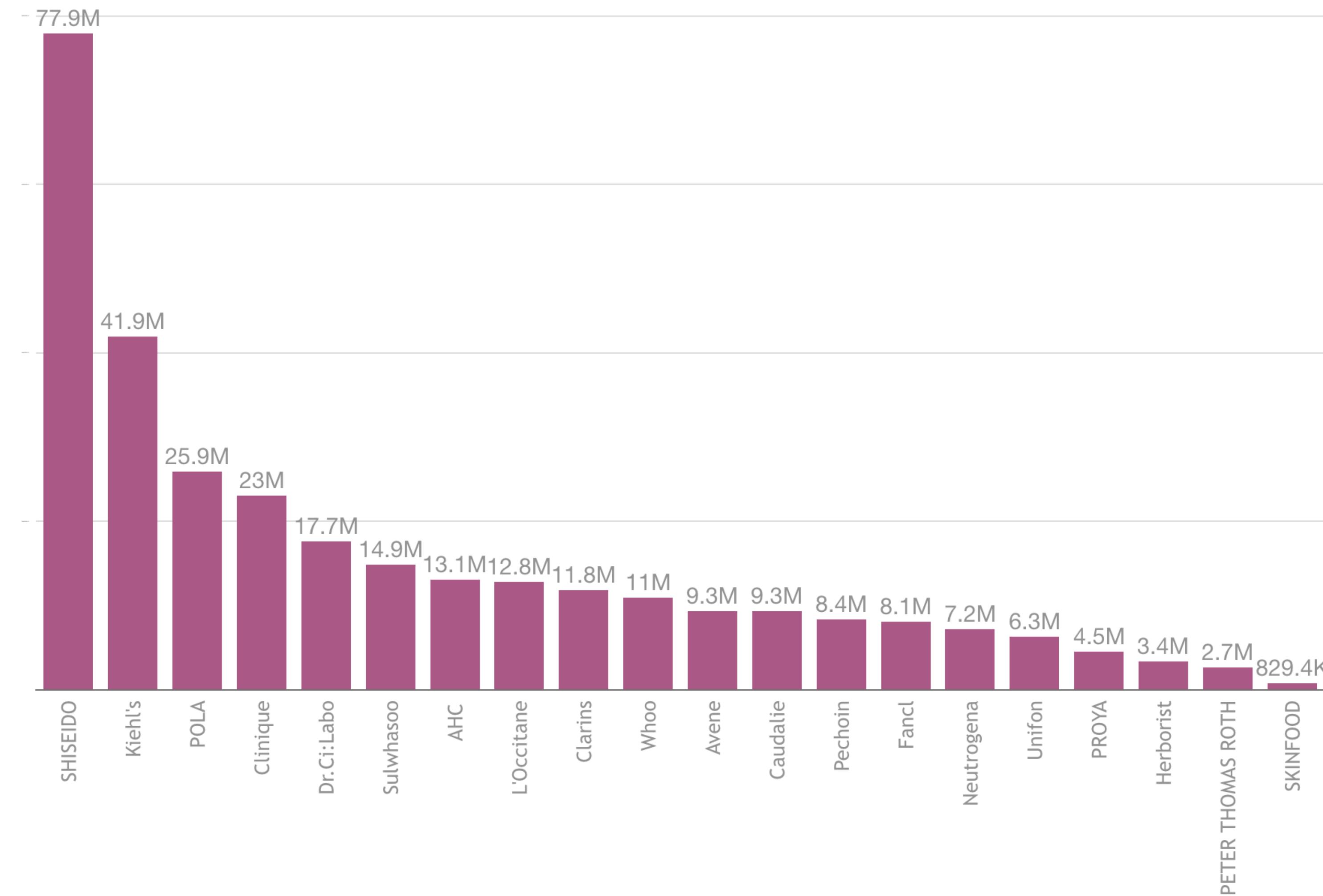
/ MEDIA VALUE

PARKLU

What was the Media Value created by KOLs for brands?

The media value metric compares influencer generated activity to social network's native advertising fee structures and or media buy standard pricing

Unit: Yuan

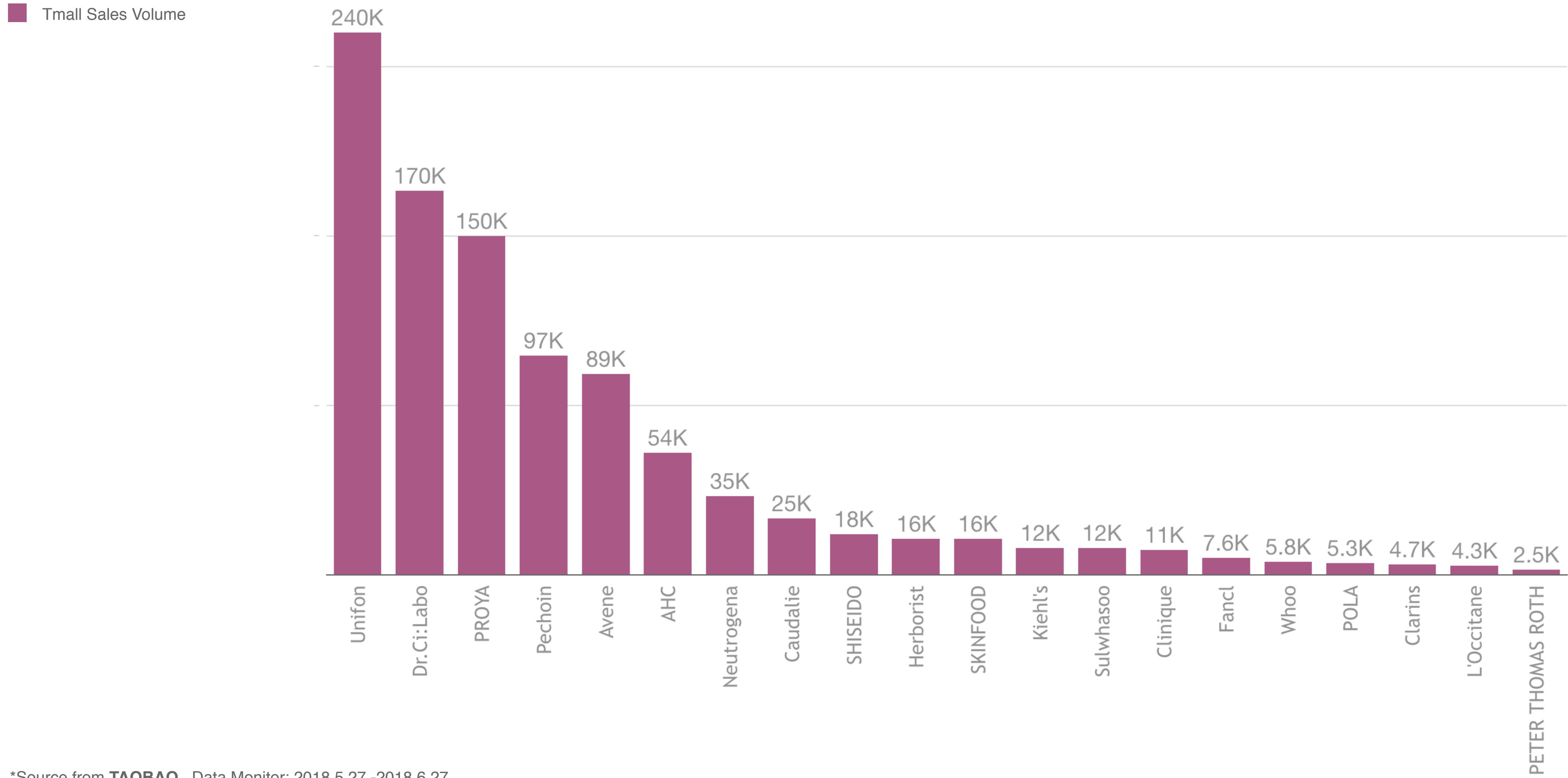


*Source from PARKLU.com, Data Monitor: 2018.5.1- 2018 5.31

/ TMALL SALES VOLUME

PARKLU

The most popular product of each brand sold on Tmall



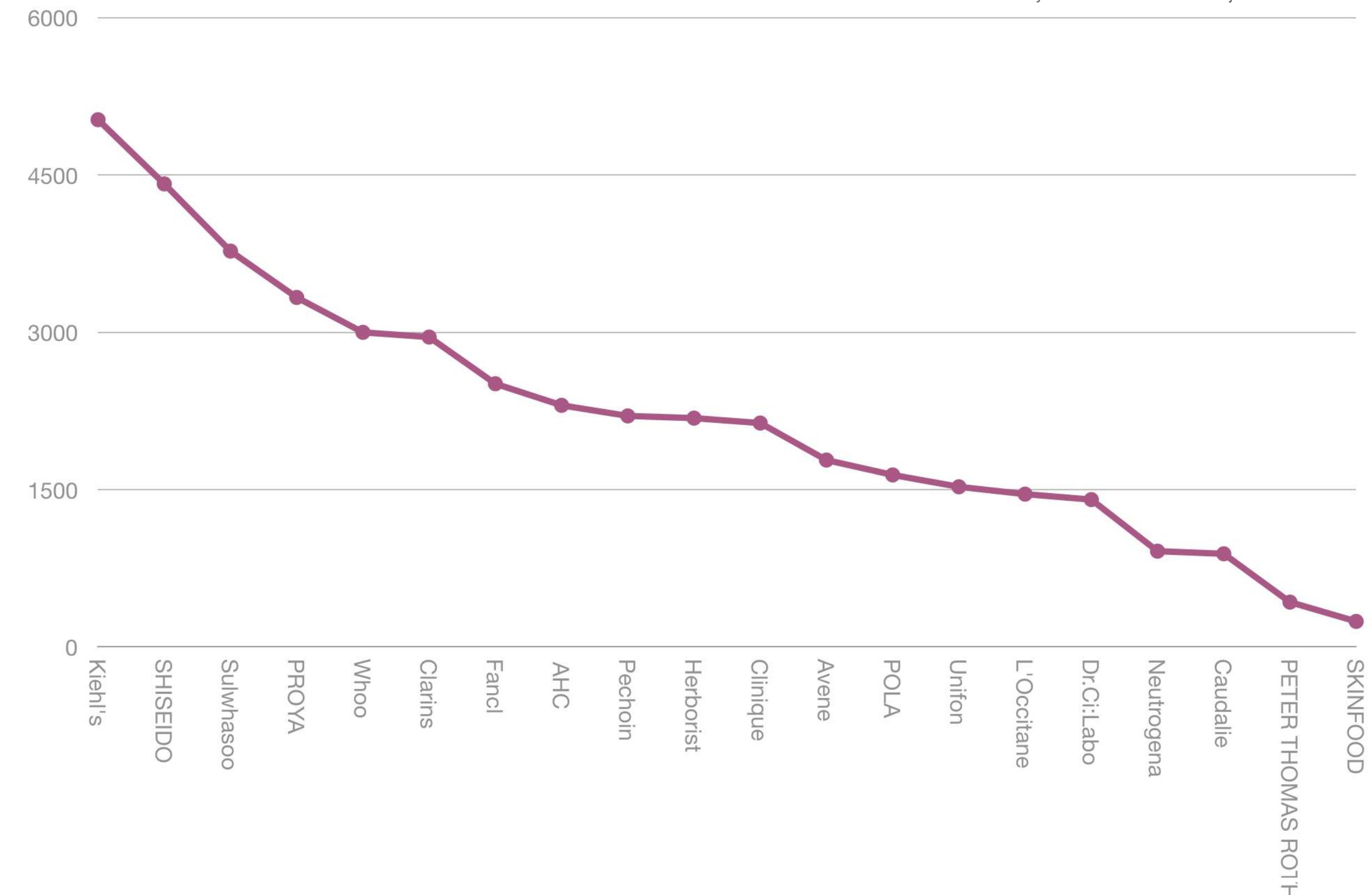
*Source from TAOBAO, Data Monitor: 2018.5.27 -2018.6.27

/ BAIDU INDEX

PARKLU

Baidu Index

Baidu Index is sourced from Baidu's official keyword search engine data. Baidu uses keywords as the statistical objects and calculates the weighted sum of search frequency.

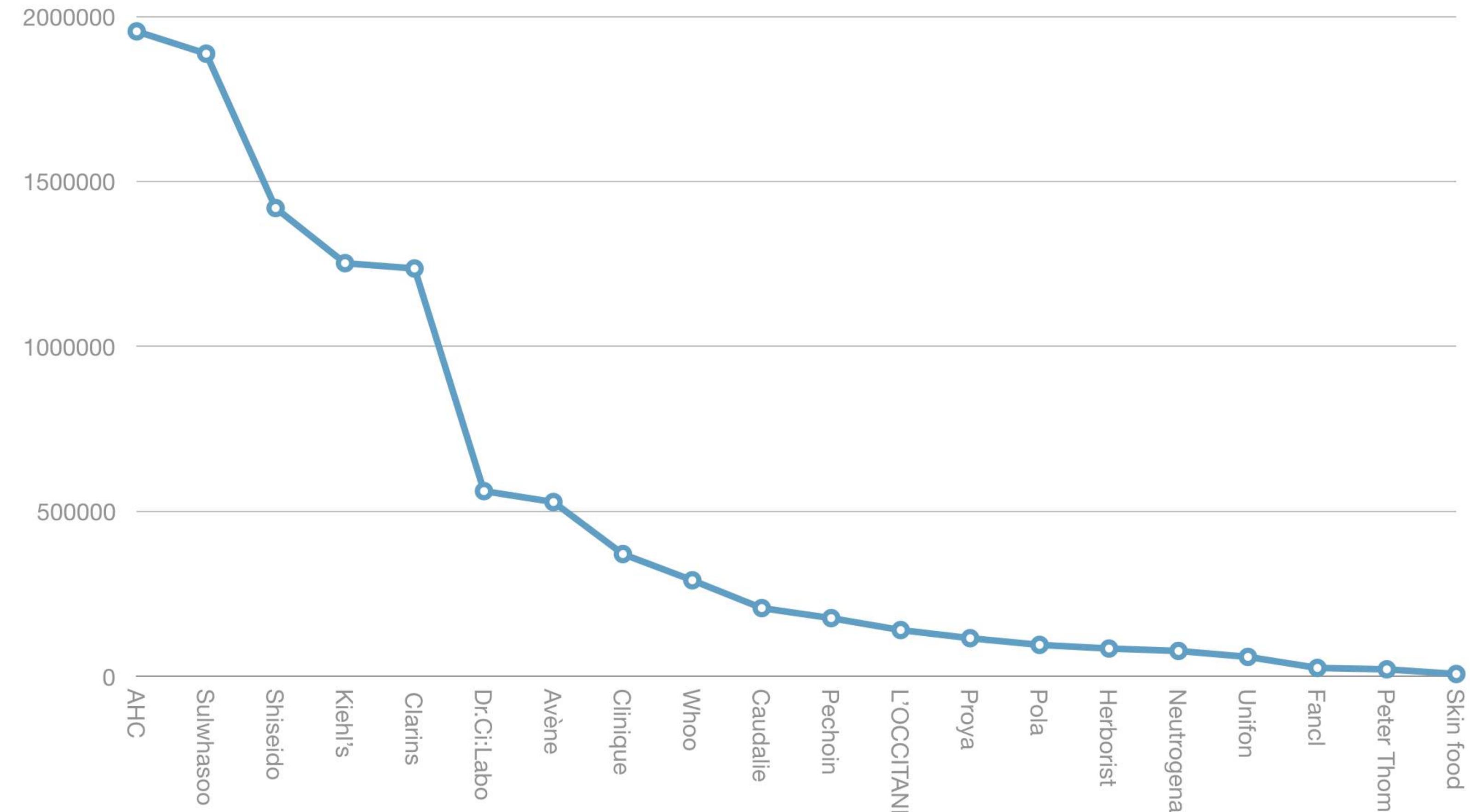


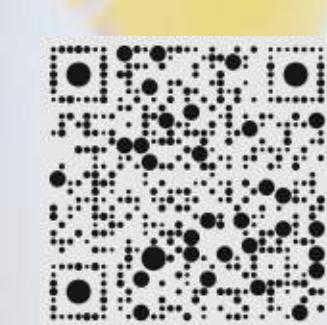
/ WECHAT INDEX

PARKLU

WeChat Index

WeChat Index is sourced from WeChat's official index data. WeChat uses keyword searches and keyword mentions across official account articles and articles publicly forwarded on the platform.





SCAN FOR
MEDIA KIT



@UNIFON

UNIFON'S

Date Range: 2018.5.1 - 5.31

Influencer performance analytics

Active Platform

Media Value: ￥6.2M

Reach	Views	Reposts	Comments	Likes
22.5M	13.6K	2.1K	5.0K	17.9K

Xiaohongshu Top: Unifon had two big wins on Xiaohongshu this month. First, the brand's face masks were recommended by Chinese celebrity 张韶涵. Second, fashion and beauty blogger @陈白羊's post about Unifon's products was the top performing post among skincare brands. @陈白羊's post received 1,934 likes, 1453 comments, and 1,027 favorites.



@L'OCCITANE

L'OCCITANE'S

Date Range: 2018.5.1 - 5.31

Influencer performance analytics

Active Platform

Media Value: ￥12.8M

Reach	Views	Reposts	Comments	Likes
71.5M	48.8K	30.9K	32.4K	134.8K

Weibo Top: For JD.com's 6.18 shopping festival, fashion and travel blogger @Fairy菲宝 shared her personal shopping list in a post on Weibo. Her post contained several skincare and haircare products from L'Occitane. Along with commentary on why she planned to buy the select products she included images and links to L'Occitane official store. The post received 1,027 reposts, 1,060 comments, and 2,047 likes.



@KIEHL'S

KIEHL'S

Date Range: 2018.5.1 - 5.31

Influencer performance analytics

Active Platform

Media Value: ￥41.9M

Reach	Views	Reposts	Comments	Likes
278.8M	389.2M	140.3K	118.8K	381K

Wechat Top: @官小炜helen is a fashion and beauty blogger. Her skincare content is very practical focusing on product reviews and measuring effectiveness. Having sensitive skin herself, 官小炜helen mainly evaluates products for sensitive skin. In her top performing WeChat post, she shared several skincare products that she used on a recent vacation. 官小炜helen emphasized the natural and mild nature of each product. The brands mentioned include Kiehl's, Sulwhasoo, and L'Occitane. The post received more than 20K reads and 1K likes.



CONCLUSION

There continue to be massive opportunities in China's skincare market as the industry is expected to see healthy growth fuelled by the rising middle class and its increasing disposable income. In 2017, sales revenue from the skincare industry (US\$22 billion) was double that of the cosmetics industry.

Beauty influencers are one of the most important touchpoints in skincare customers' buyer's journey. So, to provide greater market clarity PARKLU tracked and analyzed 20 skincare brands' from Europe, the United States, Japan, South Korea, and China.

It is obvious that China's skincare consumers prefer imported products over domestic. This is also in line with standard consumer product consumption patterns in China.

 **Awareness:** KOL's general awareness of European and American brands such as Kiehl's, Avene, L'Occitane, and Clinique far outpaces local Chinese and Korean-based brands. Japanese brand Shiseido was the standout, occupying first place in most performance metrics.

Shiseido employs a dynamic celebrity and KOL marketing strategy in China. Shiseido often collaborates with top youth idols like Meng Meiqi and Fan Chengcheng, while working with a multitude of various KOLs online and at offline events. The awareness of other Japanese brands like Pola, Dr. Ci:Labo and Fanci also preformed reasonably well.

Social Distribution:

Xiaohongshu (a.k.a Little Red Book or RED) and Weibo are the preferred social networks for skincare brands. WeChat is a distant third due to the difficulties that brands and KOLs have generating viral buzz on the platform. Shiseido, Kiehl's and Pola topped the list of brand performance on Xiaohongshu and Weibo.

Unfortunately, China domestic brands did not help indicate which platform should get preferential treatment from international brands as Proya focused on Weibo while Unifon preferred Xiaohongshu.

Reach and Engagement:

French brand L'Occitane claimed first place for highest engagement rates. The interaction rates of other French brands like Avene and Clarins' was also high. Similar to the results of PARKLU's Cosmetics Industry Report, Chinese seem to favor French beauty brands.

In spite of Unifon's fairly low awareness, the brand's interaction rates were relatively high. This reinforces Xiaohongshu's case as an apt place for skincare customer engagement.

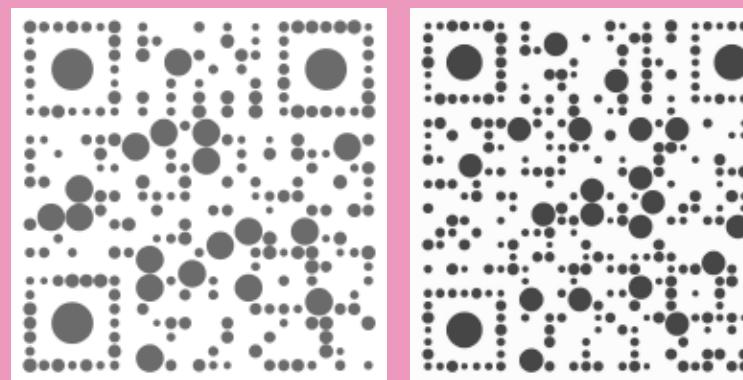
Baidu & WeChat Indexes:

Kiehl's and Shiseido outperformed on both Baidu's and WeChat's indexes. Kiehl's performance was boosted by its focus on male celebrities endorsements. In recent years, skincare has been a growing trend among Chinese male youth.

CHINA'S PREMIER INFLUENCER MARKETING PLATFORM

If you'd like to learn more about China influencer marketing, please visit us at

www.parklu.com



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