

Research

Important links:

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Questions - You are seeing to find out in the research phase

- What triggers people to begin the buying journey?
 - Pain in terms of acne, irritation
 - Lifestyle
 - Function coming up
 - Work
- What job are they trying to get done?
 - Cure their acne
 - Feel good on application
 - Event case
- What are their pains with other solutions?
- What are their selfish desires?
 - Ego
 - Get Respect in society
 - Cure their pain
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- Minimum quality a product should have?
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- What are the problems industry has?
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- What are some limiting beliefs about the industry?
- How to find "Best quality of"?
- "Is there a way to"?
- Best " " brands?
- Changing trends in indian "INDUSTRY"

Happy

Humor

Entertaining

Fact

Sad

Angles:

- Not aware
 -
- Aware
 - 85% of audience mentioned they would buy this face wash again

- Looks simple and feels very comfortable, ordered another pair for my wife....
- Used/viewed it
 - Low PH,
 - Pocket friendly

Top Major Pains

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Top Major Values

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Keywords:

- Complexion
- Invisible pores
- Red patches
- T-zone
- does not strip my skin
- minimalistic, sustainable and comfortable

Headlines:

- Your makeup game will never be a 10 if your skincare game is only a two

Competitors:

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Challenges/Objections:

Pains

- Age and Hormonal Changes
- Lifestyle Changes

Values (What are they looking for?)

- Skin type
- Smell
- does not strip my skin
- Travel friendly
- removes oil/dirt/grime
- after effect

States of the customer

- Aware of face wash
- Aware of acne but not aware of solution

Bold Claims/Proof:

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Stories:

- Hey.. I have dry skin easily prone to dehydration.. morning I use cetaphil gentle face wash and I'm liking it more than the neutrogena extra gentle which I tried before this.. evening I use purito cleansing oil if I have make up on or simple refreshing face wash on no makeup days.. really liking the 3 products I mentioned!

Objections

- extremely irritating
- Money
- The strap is made of rubber and feels very uncomfortable to walk

Goals

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Audience:

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Creative inspiration:

- 85% of audience mentioned they would buy this face wash again

Flash of ideas:

- Age related angle where we talk about skin getting old and their biological age not matching their actual age
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