

TREATMENT: MYBILLIE

The Business Need (The Why)

Women are growing both more aware and averse to the Pink Tax, a markup on products and services targeting women that dominates the personal care and beauty industry and more. It earned its name because the differences between the men's and women's versions of products are sometimes solely the color. ([Source](#)) This markup occurs in a variety of industries, ranging from dry cleaning to clothing to kids' toys and, to what we're discussing, personal care products. ([Source](#)) Now, more than ever, women are taking action to ensure gender equality across all platforms, including job, compensation and the price of consumer goods. As a result, consumers are seeking brands who both understand and oppose the Pink Tax, and who are actively targeting products in a more ethical and customer-first manner, according to Mintel. ([Source](#))

Women around the world are posting on social media under hashtags like #genderpricing, #pinktax and #gendertax, calling for an end to luxury taxes on these products and gendered pricing in general. That step is needed, according to Steele. "Women need to call out companies and put the pressure on brands and retailers to fix the pricing," she says.

- The shaving industry is **highly saturated** with companies. A company hoping to make an impact on this audience should be clear and concise about what makes them stand apart from the rest of the industry, and why customers should trust them. ([Source](#)) ([Source](#))
- Products marketing to women cost more 42% of the time. Women are constantly under scrutiny about the way they look, dress, and maintain their image by society. Many advertisers use the element of social fear in their advertising to encourage consumers to purchase their products in order to avoid any negative side effects of not using a product. ([Source](#)- Mintel)([Source](#)- Vox)
- A majority of women agree that they are **price sensitive** when it comes to personal care products, and in particular, razors. This **opens a door for startups**, like Billie, to **generate brand loyalty and build trust**. ([Mintel](#))

Majority of shoppers are sensitive to price

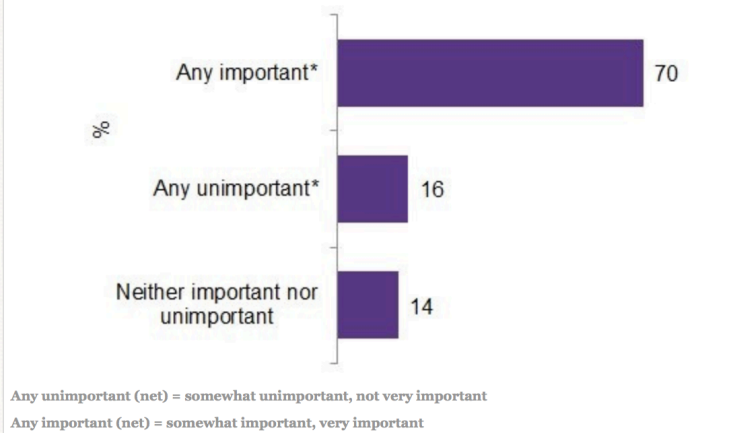
export

Seven in 10 personal care users agree price is somewhat or very important when choosing personal care products. Price sensitivity suggests challenges for prestige and natural/organic brands and can prohibit brand loyalty.

Figure 3: Price sensitivity to personal care products, January 2017

Base: 1,978 internet users aged 18+ who purchase personal care products

"How important is price when choosing everyday personal care products? Please select one."



- Companies trying to make their mark in the personal care industry should invest in being environmentally conscious. One in five shoppers agree that products should be produced in a sustainable way, and one in four believe packaging should be environmentally friendly. (Mintel)

Embrace sustainable, environmentally friendly practices

export

More than one in five personal care consumers agree these products should be produced in a sustainable way, in addition to the more than one in four who agree personal care packaging should be environmentally friendly. While environmental beliefs are often secondary considerations, they still offer brands the opportunity to differentiate themselves in a highly competitive landscape.

Figure 6: Select attitudes toward personal care, January 2017

Base: 1,978 internet users aged 18+ who purchase personal care products

"Which of the following statements about personal care products, do you agree with? Please select all that apply."



Source: Lightspeed/Mintel

- Both price and quality are important to the consumer. A company (like Billie) “**should be positively received** due to women’s price sensitivity and their wide usage of products.” ([Source](#)- Mintel)
- There is high demand in the market for products, services and policies that “**level the playing field**” between men and women ([Mintel](#))
- The power of consumer complaint is at a peak. A majority of consumers who write reviews expect an answer, and value when a company cares about **customer satisfaction**. ([ReviewTrackers](#))
- Companies should be aware that the Pink Tax is a touchy subject. Many women (and men) are especially passionate about gender equality and strongly disagree with a price markup on extremely similar products. A company that both acknowledges and works to reverse the effects of the Pink Tax will be well-received in this market. ([Mintel](#))

The Unmet Emotional Need

There is a degree of **distrust** between razor companies and women, due to the widespread and socially acceptable use of the Pink Tax, and consumers have had [enough](#). There is an [opportunity](#) to address the issues pertaining to inequitable pricing on grooming products for men and women, while still providing quality razors with all of the amenities that make a woman feel like a silky smooth queen after shaving.

[Mintel](#)’s Personal Care Segment Data states that:

- The majority of consumers **experiment** with personal care or beauty products either occasionally or frequently
- This is a **value conscious consumer**
- 3 kinds of consumers dominate the industry: Enthusiasts (our target), Loyalists, and Deal-Seekers
- **Reviews and recommendations** can greatly affect buying behavior, especially in younger audiences ([Mintel](#))

Younger consumers influenced by reviews, recommendations

export

Product reviews and recommendations influence purchases by younger consumers more than their older counterparts. Younger age groups likely turn to reviews and recommendations because of their greater likelihood to experiment with new types of personal care products. In addition, according to Mintel’s *The Beauty Consumer – US, March 2016*, Millennials (aged 23-40 in 2017) are far more likely than older generations to turn to online sources such as blogs, YouTube, and Pinterest when seeking information on beauty products. Reliance on online sources for beauty products likely translates to personal care products, underscoring the opportunity for personal care players to reach Millennials on these platforms.

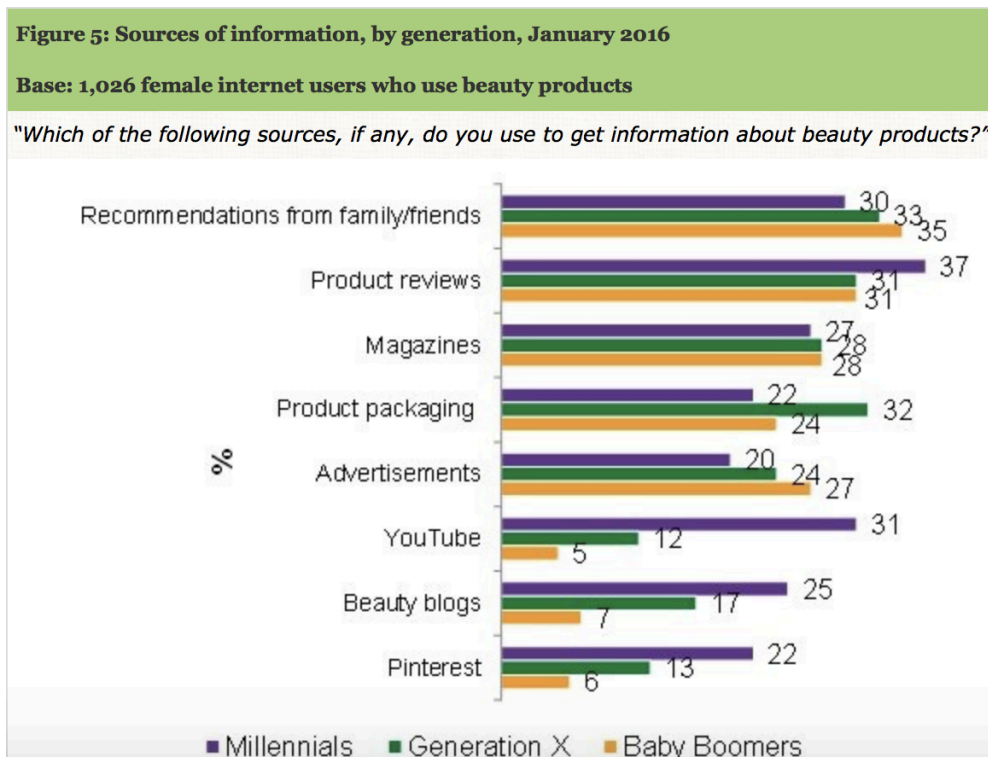
- Functionality and price are the leading causes for purchase
- Personalized products are enticing

WHY?

MyBillie has an excellent opportunity to succeed in the marketplace currently. Though the industry is [oversaturated](#), MyBillie offers what other companies do not: quality razors targeted to women, by women, at an affordable price and convenient delivery. MyBillie has the opportunity to create content that speaks volumes to its audience by relating to the struggles of paying “more for less” while building trust and presenting itself as a company that serves its customers.



MyBillie could benefit from influencer content.



Upon a quick google search, tons of [videos](#) and [articles](#) pop up of women reviewing the product, the majority of which are exceptionally positive and have the potential to be a powerful tool. On Facebook, the brand now has 9.8K followers (an increase of 2.3K since my first submission, at which time it had 7.5K) and on Instagram, it racks up 19.2K, an increase of 5K since my previous submission. This is an area for growth. Beauty and personal care shoppers who like to experiment look to social media and beauty blogs to find new brands and products (See chart above). By expanding their social media presence, Billie has the potential to reach that younger target that is looking for something new to try. It's current content focuses on #girlpower with a sleek aesthetic and they have done a few giveaways (see below), [gift subscriptions](#), and [partnerships](#) in the past. Incorporating more could be beneficial, seeing as all the vast majority of first-time reviews are positive. They also have a program called The Pink Tax Rebate, that "pays women back for the Pink Tax" if they get their friends to join Billie.

On behalf of the razor companies out there — we're sorry you've been overpaying for pink razors. It's time you got some money back.

Simply share your referral link with your friends — when they enter their email to join the Pink Tax Rebate, you'll get a coupon to spend on your next Billie purchase

Enter your email for a referral link

Submit

FRIENDS
JOINED

5

10

20

REBATE

\$5

\$10

\$20

Community

See All



Invite your friends to like this Page



9,898 people like this



10,232 people follow this

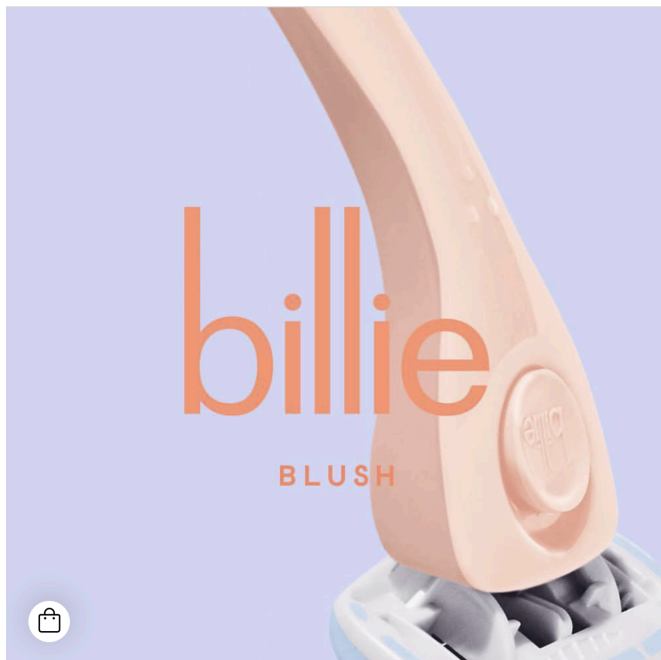
Verizon

2:01 PM

41%



Photo



587 likes

my.billie ✨ This giveaway has been given away ✨ It's true - our Blush handle is sold out. But we know a gal, who knows a gal, who has a secret stash. We're giving away 12 Blush Starter Kits - one for you and 3 friends. Just tag 3 pals who you'd like to gift a blush razor (it's the perfect Galentine's Day present!) and we'll select winners on Monday. Shipping to 🇺🇸 only.



WHO:

THE ALL-ABOUT-SISTERHOOD SHOPPER

- Recall the statement that the power of consumer complaint is at a peak. Consumers value engaging companies. ([ReviewTrackers](#))
- Additionally, remember the fact that **reviews and recommendations** can greatly affect buying behavior, especially in younger audiences ([Mintel](#))
- Women are more likely than men to try new shaving products ([Mintel](#))
- 56% of millennial women state that they like to experiment with beauty purchases ([Mintel](#))
- “Millennials” over index in the amount of time they spend on beauty routines ([Mintel](#))
- When making purchases, this consumer is primarily results-driven, but over indexes on prioritizing companies whose ethics align with their own ([Mintel](#))

Therefore, our WHO is an **engaged and outraged smart shaver** who knows she, and all her sisters in womanhood, deserves the special amenities that will leave her legs (and whatever else she’s looking to shave) smooth and sleek. However, she’s aware and frustrated that the personal care and beauty industries that are supposed to “serve” women take advantage of her by **charging more** for the **functional benefits** she seeks, such as an aloe strip, curved edges for a smoother shave, sharper, long-lasting blades and more. Additionally, this consumer is active and intentional when making purchase decisions. She **reads reviews and watches videos** prior to purchasing. She **conducts her own research** on the company foundation and manufacturing process and **doesn’t like to buy from companies who value profit over their consumer**. She wants a company to finally understand that women deserve the same benefits that men get-- at the same d*mn price and quality.

WHAT:

Consumers in this segment **read reviews** and learn about brands from word of mouth. They value **social brand gossip** and want to learn more about what products they should be purchasing for the best shave, but also at the least expensive price. They value **brand honesty** and the **intentions** of the brand, and **actively engage** with brands that they are loyal to.

Mintel Trends: Shaving Industry ([Mintel](#))

- Some 45% of respondents are **willing to try** different products, and 20% agree store brands are as good as branded products, revealing challenges for brands to increase consumer spend and maintain loyalty
- consumers do show interest in product innovations, providing opportunities to give the market a boost

- “The Millennial generation is more **diverse and open-minded** than past generations” and are demanding that brands **represent them** fully, from race to culture to varying abilities ([Mintel](#))
- “Diverse spokespeople create a more authentic feel” and can increase brand loyalty ([Mintel](#))
- The idea of **personalized products** is particularly appealing to the Millennial target, who identifies as individuals more-so than older generations ([Mintel](#))
- This market has the potential to be remarkably engaged if targeted correctly
- This market prefers online shopping, and **75%** claim they **trust online reviews** as much as a **personal recommendation**.

SO what do we do?

The ways to reach today’s beauty and personal care consumers is through personalization, targeted messaging and portraying product benefits in a creative, attractive format that consumers can engage with. ([Source](#))

Treatment:

Partner with beauty influencers to create meaningful content that resonates with current women’s issues, keeping the PINK TAX and MyBillie’s stance as both a product and a service by women, for women at the forefront of people’s minds. MyBillie currently uses 1% of their proceeds and donates it to women’s causes all over the world. This isn’t a philanthropic contribution-- this is action. This is investment in changing the world and transforming the potential future that women have worldwide. Although the number sounds small, keep in mind that the company started in November of 2017 and has already made actions that uphold the values they portray as a company.

Women’s topics:

- Pink Tax ([obviously](#))
 - MyBillie is a very clear point of topic with this, and it could be the first topic discussed in a partnership with online influencers.



- Poverty
 - In the US, women are 35% more likely to live in poverty, according to 2016 US Census data
 - In the US, 1 in 3 single mothers lived in poverty in 2015 ([Source](#))
- Wage Gap
 - Pew Research Center states that the gender pay gap has remained relatively stable for the past 15 years or so. In 2017, women earned on average 82% of what men did.
- Education
 - Education is the single most effective way to empower a women for a better future ([source](#))
 - A woman without a bachelor's degree in the US earns on average 67% less than a woman with a degree. ([source](#))
- Domestic Violence
 - 1 in 3 women are victims of domestic violence every year. ([Source](#))
- Underrepresentation in Politics
 - In the US 19.8 % of Congress is female ([Source](#))
- Sexual Assault ([Source](#))
 - Out of every 1000 rapes, 994 perpetrators walk free
 - 2 out of 3 rapes are never reported

Video and social content would be most beneficial to reach this target audience.

WHERE

According to Forbes, “Your blog is the backbone of your online content marketing strategy, or at least it should be”. ([source](#))

This will be a **blog** hosted on **MyBillie.com**, and should remain completely free since it will reside in owned media. There are two benefits to this. The first, is that when beauty bloggers and influencers post content for the platform and share it, it will **drive impassioned women to the site**. Secondly, if people fall in love with the content and meaning behind the company first, they are more likely to become **engaged, loyal consumers**.

These blog posts should then be shared on the influencers' social pages to generate interest and chatter.

According to Mintel's publication The Millennial Beauty Consumer, this group trusts word of mouth recommendations more than any other form of "advertising". However, at the same time, this group "**over indexes for their consideration of online influencers such as Youtube, social media, Pinterest and beauty blogs, suggesting that some millennials trust these sources in lieu of actually trying a product prior to purchasing**". ([Mintel](#))

This same report notes that online influencers may be increasingly important when trying to reach the younger Gen Z consumer.

WHEN

This needs to be an ongoing, interactive blog with weekly postings. According to Forbes, more posts equals better SEO. However, an established routine that consumers can plan for is important as well. "Without consistency, it's hard to establish brand loyalty." ([Forbes](#)) The idea is to build a platform where women in influential positions can bring light to issues that females constantly face in our world today. Then, readers can interact through a message board, donate to organizations working to improve the "issue" of that article, and request issues that might be addressed in future publications. These posts will need to be constantly updated, engaged with, shared, and promoted.

HOW

We mentioned earlier that we are seeking FEMALE enthusiasts. To reach this target, we should use **strong, outspoken, female influencers** who have established followings in the **personal care, health and beauty** industries.

Potential partnerships: ([Source](#)) ([Source](#))

Huda Kattan

With **17.9 million followers on Instagram**, she is arguably one of the most famous and influential beauty bloggers currently. Although her success started with tutorial videos, she's since launched her own line of extremely [popular cosmetics](#).

Kayla Istines

Kayla is a well-known fitness influencer and **entrepreneur**. She started a fitness app and [website](#) that helps people complete a 12-week fitness journey. Since it's beginning, multiple versions have been released. The app has an emphasis on helping **women achieve their fitness goals**.

Nikki De Jager

Known for her social name "Nikki Tutorials", Nikki racks up 10M followers on [Instagram](#), and **9.6M subscribers** on [Youtube](#). With 2 videos launched every week, followers enjoy makeup, skin and hair care tutorials.

Emily Skye

_____Emily is also a fitness influencer with an established [website](#) and blog. She has been featured in a variety of publications, and offers workouts, meal plans, advice, and more.

These influencers and more can **authentically** express their personal emotions towards the women's issues in their publications. The blog has the potential to **unite exceptionally strong voices** in the industry through **one platform(MyBillie.com)** to engage women on **relevant, current issues** that women face. This is womanhood and this is sisterhood. Following each blog, readers should be left knowing that MyBillie is a company of empowered women, empowering other women, and the content needs to prove that.

One Piece of Content

The first piece of content for this blog would be a piece of writing paired with a video by Huda Kattan. As an entrepreneur, Huda is a strong, successful woman who started her own business out of her passion for makeup. She's often discussed how "[hairy](#)" she was. ("[As a child] I had more than just a unibrow- I felt like I had a moustache and a goatee!") Due to her talent, ability to laugh at herself and genuine videos, she has established a huge following on Instagram and Youtube.

This piece would discuss the shame that women can feel subject to if their bodies (or hair) don't follow societal standards. Then, she would mention that, while women earn only 82% of what men do, we still pay more for similar products because of the Pink Tax. It would then take more of an in-depth analysis of the Pink Tax's influence in the personal care, beauty and health industries (the information listed prior in this document). We want to be careful *not* to advertise the MyBillie brand here, as it may feel inauthentic. Instead, this content needs to strictly be about the Pink Tax, what it [effects](#), and all of the [ways](#) women are showing their [frustration](#) worldwide. The success of this article should be measured in two ways. First off, this will be the first piece of content. The number of ORDINARY WOMEN who interact with the blog will tell us whether or not it has reached the target. The next way success will be measured is by the number of INFLUENCERS who grow interested with the campaign and platform. We not only need them to share it, but to want to participate in future publications and be a voice for the platform. It's not simply content - it's a movement.

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