

Amplifying Your Beauty Brand's Diversity and Inclusivity The Power of DAM for Inclusive Beauty



Diversity, equity, and inclusion (DEI) continue to be important concerns for beauty consumers around the world.

All Eyes on the Beauty Industry

47%

82% A clear majority of American beauty product users seek racial diversity in beauty/grooming advertisements, and 79% look for diverse gender identities.2

have looked for or bought from brands that demonstrate diversity or inclusivity in the past year. 1

of beauty consumers say they

58% Well more than half of Spanish consumers think beauty brands need to do more to prove that their product ranges are inclusive.3

Half of global millennials say they would stop using a beauty brand if they felt it was "not inclusive or socially responsible." 4

50%

of Gen Z survey respondents

see diversity and inclusion

as the most important brand

values when shopping for

beauty products.5

prioritize diversity and inclusivity. 66 Beauty marketing is increasingly

Brands have a financial incentive to

shifting from 'aspirational' to 'inspirational'. Successful brands recognize that demonstrating a strong commitment to diversity and inclusion ... helps drive inspiration and empowerment." Clare Hennigan, Senior Beauty and Personal Care Analyst, Mintel⁶

\$151 billion



Today, the Asia-Pacific region is the beauty industry's biggest market — and it's estimated to reach \$151 billion in retail sales by 2027, a significant increase from approximately \$110 billion in 2022.8

However, in order to capitalize

on the demand for inclusive beauty, brands need to have digital assets that represent their diverse audiences. Consumers, especially young people, are discovering more brands via social media advertising than any other form of media.9

> best-performing channels.¹⁰ of marketers surveyed believe that

So, clearly, digital assets are important. But

accessing and managing them isn't always simple.

To help ensure your audiences will feel represented, marketers, creatives, and other

have the biggest impact on driving sales.11

of marketing professionals named

Instagram as one of their

photos and videos – along with product

marketing content like descriptions –

key stakeholders at beauty brands must be able to curate and deliver experiences that match customer expectations. They also must be positioned to move fast. An online incident or reaction can turn into a trend overnight.

The Top 5 Challenges to **Managing Digital Assets**

brand professionals must have a plethora of content on hand. Factor in the need for diverse representation, and a global brand may need to manage millions of unique assets that highlight different skin tones, skin types, and beauty standards. Localization 2 A lipstick might be marketed with a summer theme

Multichannel Distribution

brand assets effectively.

From Instagram beauty tutorials to product pages on an e-commerce site, assets must be optimized and distributed across a diverse set of channels. But each platform has its own format, resolution, and style requirements, making consistency a challenge.

in one country and a winter theme in another. Global

cultural preferences, local beauty standards, and even

regional trends. That means beauty companies need a

robust, reliable system to manage and distribute their

beauty marketing requires content that speaks to

Asset Variations

Whether they want to showcase the radiance of a

highlighter or the rich texture of a moisturizer, beauty

Asset Lifecycles Beauty trends can change in the blink of an eye. With products being launched, replaced, or rebranded

frequently, brands need to swiftly update or remove

assets to prevent customer confusion. Just imagine the

ramifications of promoting a discontinued lipstick shade.

photographers, and agencies means managing a vast

influx of assets — each with a unique set of rights,

usage restrictions, and distribution guidelines.

Collaboration Beauty brands aren't just about the products; they're about the story and the creators behind them. Collaborating with makeup artists, influencers,

Distribute Organize **Find**

Some tools also enable you to:

Create automated

workflows

Beauty Marketers Need a

DAM Solution

Digital asset management (DAM) tools allow you to take control of your assets

and launch highly customized marketing campaigns with greater efficiency.

What can a DAM solution do

for a beauty brand's digital assets?

Store



Unorganized assets

Time-consuming folder hunting

Collaboration to find assets

Filter assets based

on advanced

metadata



VS.

Q

After Assets organized by product, campaign, audience, and more

Quick searches with metadata

Collaboration to review and use assets

Visualize your

entire asset

portfolio

Analyze

89% Ensure that your brand's aesthetic of marketers say a DAM shines uniformly is crucial to the success everywhere.

of their organization.¹²

Keep your beauty

offerings consistent and

synchronized across

all platforms.

The Impact

of DAM on

Inclusive

Beauty

Maintain a central asset

repository to facilitate a

single source of truth.

Get branded

campaigns and

products to market

faster with DAM.

Increase asset

utilization by

optimizing resources

and boosting ROI.

Case Study:

Adapt beauty

visuals perfectly

for every channel.

How Laura Mercier

Achieved Greater

DEI Across Global

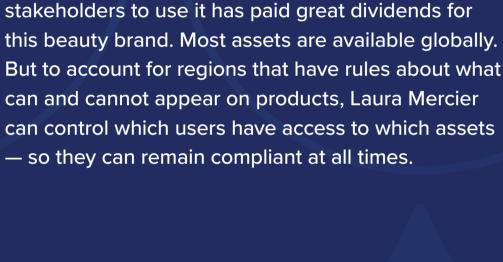
Markets With

Acquia DAM

The combination of implementing Acquia DAM

(Widen), then strategically getting key internal





20k

assets

solutions help beauty brands amplify these values more efficiently. When you have a central repository for visual assets, you are better positioned to curate and deliver content that fosters deeper connections with consumers.

118k

downloads in the past

12 months

The sweeping tide of digitization has ushered in a new era for the beauty industry - one that's marked by diversity, equity, and inclusivity. Digital asset management

32k

portal views in the past

12 months

Acquia DAM today. Request your free demo

Notes ¹ "63% of Americans are inspired by beauty brands that show diversity in advertising," Mintel, April 2021 https://www.mintel.com/press-centre/63-of-americans-are-inspired-by-beautybrands-that-show-diversity-in-advertising/ ² "Demand for inclusivity in beauty gets louder: 25% of Gen Z feel left out of

2023-a-special-state-of-fashion-report#/

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beauty advertisements," intel, May 2022 https://www.mintel.com/press-centre/demand-for-inclusivity-in-beauty-getslouder-25-of-gen-z-feel-left-out-of-beauty-advertisements/ ³ "2023 Global Beauty & Personal Care Trends (Webinar)," Mintel, January 2023 https://www.mintel.com/events/2023-global-beauty-personal-care-trends/ ⁴ "The beauty market in 2023: A special State of Fashion report," McKinsey &

https://www.mckinsey.com/industries/retail/our-insights/the-beauty-market-in-

⁵ "Share of consumers that rank diversity and inclusion as the most important beauty brand values in the United States in 2021, by generation," Dominique

⁶ "63% of Americans are inspired by beauty brands that show diversity in

https://www.statista.com/statistics/1289101/diversity-and-inclusion-as-the-most-

https://www.mintel.com/press-centre/63-of-americans-are-inspired-by-beauty-

⁷ "Black representation in the beauty industry," David Baboolall, Tiffany Burns, Kristi Weaver, and Ammanuel Zegeye, McKinsey & Company, June 2022

https://www.mckinsey.com/industries/consumer-packaged-goods/our-insights/ black-representation-in-the-beauty-industry ⁸ "The beauty market in 2023: A special State of Fashion report," McKinsey & https://www.mckinsey.com/industries/retail/our-insights/the-beauty-market-in-

https://www.launchmetrics.com/resources/whitepapers/beauty-marketing-

¹² "Acquia Customer Experience Trends Report: CX Trends Report," Acquia, 2022

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11 "2021 Connectivity Report for Marketers and Creatives," Acquia, 2021

https://www.acquia.com/resources/reports/2021-connectivity-report

Company, May 2023 2023-a-special-state-of-fashion-report#/ ⁹ "The global media landscape," GWI, 2021 https://www.gwi.com/reports/global-media-landscape

¹⁰ "The New Beauty Rules," LaunchMetrics, 2021

Want to learn more?

Accelerate your inclusive beauty efforts with

trends