

French dermo-cosmetic brands take care of their image abroad

Social media listening - 2016

01 Introduction

On social media there are many foreign consumers who mention the character and the provenance of French products which they either use in their daily routines or which they would like to obtain.

Within this group of products, it is apparent that there is a growing number of posts relating to French dermo-cosmetic brands and laboratories.

Dynvibe, specialist in social media strategic monitoring, has analyzed 2500 conversations so as to better understand how these brands have come to epitomize “beauty the French way” for this foreign target group.



French beauty, highly valued in brand messages

French identity is an element that dermo-cosmetic brands value highly in their communication strategies with foreign clientele. The message delivered, particularly through their digital communications channels, very often includes references to France, to French beauty and to French heritage.

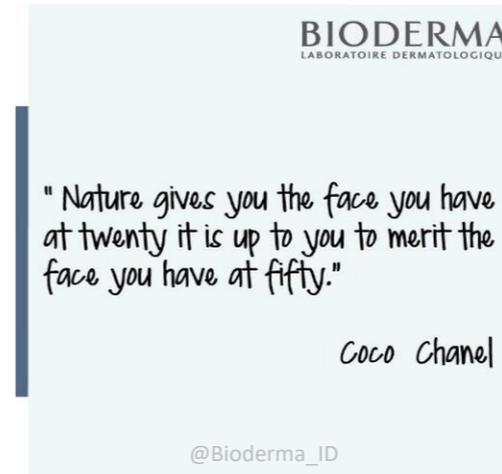
This is, for example, the case with La Roche Posay USA which regularly mentions the brand's French origins via its Twitter and Instagram accounts:

"Happy #NationalBookLoversDay! Enjoy your favorite French novel with your favorite french brand - La Roche Posay."

And Bioderma in Indonesia and in Germany also frequently uses French references (quotes from Coco Chanel, shots of Paris or of Parisian women) to promote its products.



3 MORE DAYS Don't forget to follow the story of Elise



Loves your skin Bioderma Lovers! #BIODERMABeauty



Paris oh Paris! FR Wusstest Du, dass die ersten #BIODERMA Produkte bereits 1977 in #Frankreich von Jean-Noël Thorel entwickelt wurden?



One of our most popular products in France, Serozinc, has been brought to the US

03 Messages validated by the beauty gurus

“

Micellar water is what the french call magnifique

“

Micellar water has changed my life. Seriously. The French know what they are doing.

“

Going back to where it all started with Bioderma, the French Brand that inventer micellar water...

“

I couldn't live without my Bioderma Micelline or my red wine - I agree French skin care is the one!

“

Micellar water is a great makeup remover in lieu of oil cleansing, and I really enjoy the Bioderma Sebium water (blue/green packaging!)

“

ABSOLUTELY LOVE @escentual 1/3 off French pharmacy may have just ordered 3 bottles of bioderma micellar water 🛒 #beauty #bloggers

But it's when social media beauty gurus praise French products that the brands' messages become really credible. Beyond the image, it is the innovative and powerful qualities of French dermo-cosmetic products that are, for these experts, the prime factors in their appeal and success.

Bioderma's micellar water, recognized as a benchmark product in its market, is one example of this: « I couldn't live without my Bioderma Micellar or my red wine - I agree French skin care is the one! ».

Furthermore, the characteristics of the products like their **provenance** ("Made in France"), their **composition** (spa water, natural ingredients ...) or the **absence of animal testing** are all features which find a particular resonance with consumers the world over.

« La Roche Posay a well respeceter #skin #care companies in the world and has its roots in a small french village ».

Parapharmacies, a must to visit during a stay in France

Supported by international beauty influencers, these brands are therefore becoming extremely desirable and the acquisition of these products is seen by foreign consumers as a true “grail”.

This phenomenon is such that they spend time identifying those products that they want to purchase during a future stay in France and they add a visit to a para-pharmacy to their itinerary.



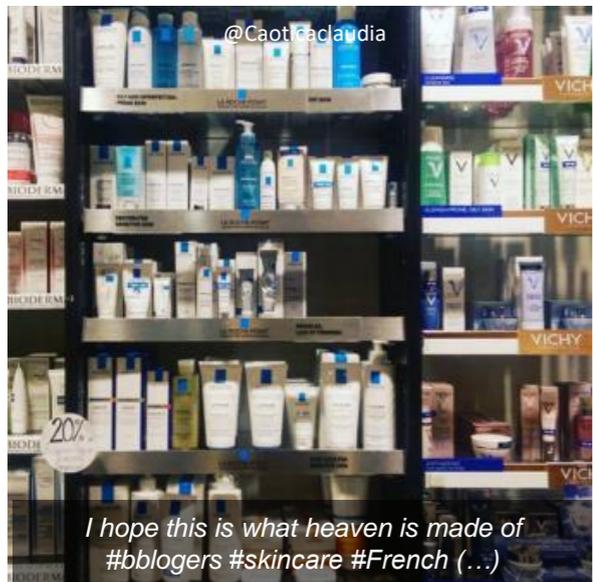
“

I never thought of myself as a skin care junkie, my obsession started innocently enough. Bioderma’s micellar water has been gaining popularity in Australia and I was curious as to how a clear liquid in a bottle could be making such fuss. Naturally I turned to the internet and some of my favourite YouTube beauty gurus (shout out to Fleur de Force, Amelia Liana and Lisa Eldridge) not only sang the praises of micellar water, but also a range of other French skincare products.

“

I’m planning my french pharmacie beauty shopping the way my kid plans her Christmas.

05 A visibility that benefits all brands in the marketplace



Overall, this visibility on social media for numerous French brands such as Bioderma, La Roche Posay, Nuxe or Caudalie, creates an excellent image for “French beauty care” and unsurprisingly benefits all market brands.

« I went to a French Pharmacie and I bought all the Nuxe the La Roche Posay »

« Basically just cleared out an entire french pharmacie ».

Cette visibilité de nombreuses marques françaises telles que Bioderma, La Roche Posay, Nuxe ou Caudalie sur les médias sociaux, crée dans son ensemble une excellente image pour « le soin à la Française » et bénéficie naturellement à l'ensemble des marques du marché :

«(...)Ahh the French, so great at skincare ».



Anne-Cécile
GUILLEMOT

Co-founder of Dynvibe and
director of the department of Studies

06 Expert opinion



This case study on French dermo-cosmetics teaches us several things:

- Firstly, that **French expertise and savoir-faire at an international level doesn't only benefit luxury brands** but also embraces more specialist brands.
- Secondly, that **the buzz surrounding a product is not triggered by the brand alone - the support of experts on social media is also fundamental** in making it credible to a wider target audience.
- Finally, that listening to social media provides strategic data. **International digital intelligence actually allows the rapid identification of new behaviors and new consumer trends** about which the brands must be aware, so that they can position themselves where their consumers expect them to be.

About dynvibe

Dynvibe is counted among the pioneers and leaders in business intelligence on social media. At the forefront of innovation, the company produces and delivers, via its strategic analysis unit, consumer studies generated from data available in the social sphere.

Dynvibe gathers and analyses this information using two simple and complementary platforms made available to its clients:



Dynvibe Sphère : an intuitive and powerful dashboard for listening to, studying, following and analyzing the social sphere



Dynvibe Pages : a tool for measuring Facebook pages to track performance and to compare them with those of their competitors.

Dynvibe has numerous international clients including L'Oréal, PUIG, (Paco Rabanne, Nina Ricci, etc.), Luxottica (Ray Ban, Oakley, etc.), Dior, Zara, La Redoute, Ipsos, Walt Disney, etc.