



## Lauder leads the way with EE Cream

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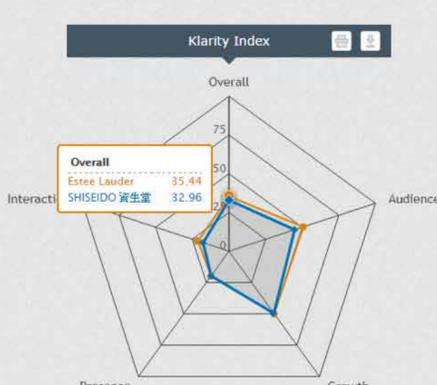
Following a wave of BB and CC creams, Estee Lauder is premiering the EE cream. The enlighten effect skintone corrector SPF 30 is part of the Brand's enlighten skintone correcting collection, a regimen promising naturally glowing, even toned skin. Based on new insight into the cycle of pigmentation, the formulas are designed to break the cycle of daily assaults and irritation which leads to hyper-pigmentation and dark spots.

## But let's take a look at some of the Brand's Key Performance Indicators as relevant to Social Media

Period: 22<sup>nd</sup> Mar 2014 – 21<sup>st</sup> Sep 2014

### How socially active is your Brand?

- Estee Lauder
- Shiseido



According to the Klarity Index Radar, Estee Lauder is leading with an index of 35 vs. Shiseido at 33. The Klarity Index uses a normal distribution methodology and a proprietary algorithm to calculate a social performance indicator based upon a brand's reach and engagement.

- Reach – Audience: Performance based on network size
- Reach – Growth: Performance based on Network Growth
- Engagement – Presence: Performance based on content published
- Engagement – Interactions: Performance based on Interactions

### Are your Fans Growing?

The below chart shows the comparative growth of fans over the last 28 days outlining the highest during the period.

Date	Total Fans	Growth Over Past 7-Days	Growth Over Past 28-Days	7-Day Period With Highest Growth
ESTEE LAUDER 21-Sep-14	1,679,276	0.36%	1.32%	14-Sep-14 to 08-Sep-14
SHISEIDO 資生堂	311,343	0.16%	0.67%	31-Aug-14 to 25-Aug-14

### Are you creating the right amount of Noise?

	ESTEE LAUDER	SHISEIDO 資生堂
Wallposts	129	145
Likes	546,680	360,723
Comments	8,275	4,620
Shares	23,663	9,570
Interactions	578,618	374,913

#### Total Likes

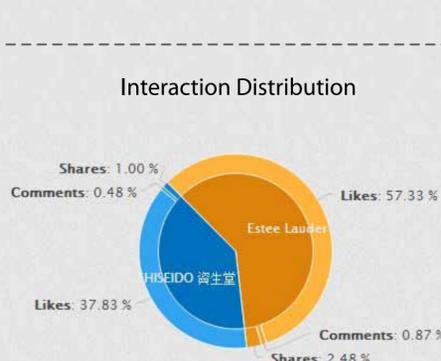
Over Past 7-days	Over Past 28-days
27,910	94,055
10,277	57,716

#### Total Comments

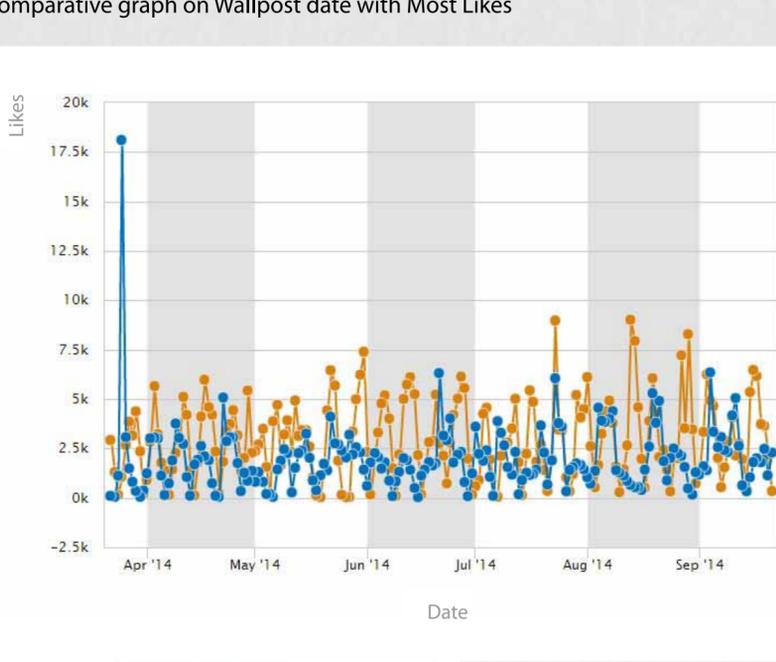
Over Past 7-days	Over Past 28-days
305	1,260
50	365

#### Total Shares

Over Past 7-days	Over Past 28-days
1,092	4,058
204	1,267



### Comparative graph on Wallpost date with Most Likes



### Type of Content?

**Estee Lauder**  
Wed, 13-Aug-14 20:00:15 +0000

A beauty addict's dream!

14,824 ❤️ 456 💬 652 ➡

**SHISEIDO 資生堂**  
Tue, 25-Mar-14 22:00:00 +0000

資生堂の工場には官能検査員という、製品を精査するスペシャリストがいます。工場で作った商品は最新の検査機器を使って安全性を検査しますが、最後は繊細な人間の感覚で確認します。視覚、触覚、聴覚、臭覚を研ぎ澄ませる瞬間です。

官能検査員になるには、ごくわずかな色の違いを100種類以上も見分けたり、微妙な香りの差をきき分けたりする、難しい試験に合格しなければなりません。そのうえ1年以上の実地経験を積み、ようやく官能検査員として認められます。そして、いったんなっても、毎年更新試験に合格しなければ続けることができないという厳しいものです。

嗅覚を使うので風邪をひかないよう健康管理には人一倍気を使っています。バランスの取れた食事や十分な睡眠、うがい、手洗いは欠かせません。

1,969 ❤️ 6 💬 42 ➡

## Summary

From the above analytics, although Estee Lauder has less Wallposts in comparison to Shiseido, the type of content used to engage with Fans is creating a high amount of interaction giving Fans interesting facts and news on their Brand. A survey by Social Media Today, confirms that 71% of social media users are likely to purchase products from brands that they are connected on social media. This enables brands like Estee Lauder and Shiseido to interact directly with their loyal Fans and acquire high volume in fansbase.

According to Social Media Today, 83% of customers prefer to connect to the brand on Facebook and 53% on Twitter. A study by Nielsen also reported that 46% of online users count on social media while making purchase decision and 50% of shoppers made purchases based on the recommendations on social media. By creating the right amount of "noise", Estee Lauder is increasing exposure with a growth in business partnerships which results in improved sales. Hence, our analysis using the above metrics confirms that Estee Lauder has a strong brand positioning in comparison to Shiseido on social media platforms.