



QUEST

NUTRITION®

STRATEGIC RESEARCH PROJECT



OVERVIEW + OBJECTIVE

The purpose of this project is to discover unique ways in which other brands utilize influencers. From then, we discern what strategies they've employed that might be beneficial for Quest.

OBJECTIVE: Identify unique and replicable influencer marketing strategies for consideration at Quest Nutrition.



SELECTED BRANDS



BEAUTYCOUNTER

BeautyCounter is a beauty brand that highlights ingredient safety and quality. They utilize an influencer program similar to Qwest.



THE ORDINARY.

The Ordinary is a beauty / skincare brand that has become extremely popular through organic social media growth since March 2020.



SHEIN

SHEIN is a fast-fashion brand based in China that has become known for staying on top of the most current fashion trends for low prices.



UNIQLO

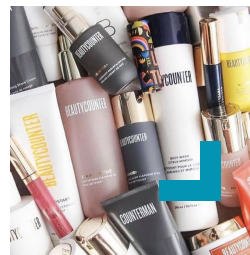
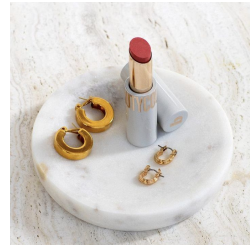
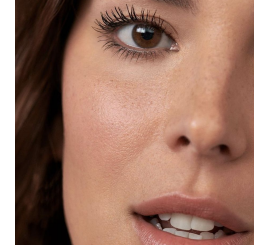
Uniqlo is a fast-fashion brand based in Japan but with a global marketplace. They have penetrated numerous markets and sponsor professional athletes



BEAUTYCOUNTER

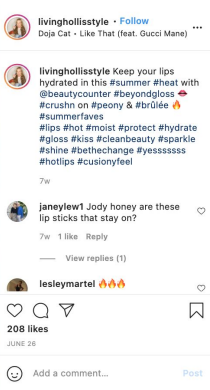
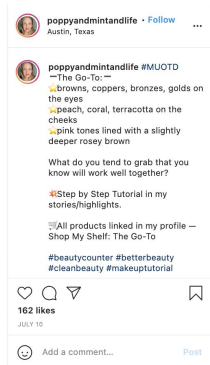
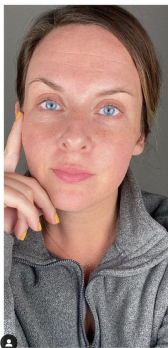
INFLUENCER PROGRAM OVERVIEW

- Influencers join BeautyCounter as a “consultant”
 - ◆ Application and vetting process
 - ◆ 25% discount for BC products
 - ◆ Personal shopping link
- “Shop with...”
 - ◆ Personal shopping linking awarded to each consultant
 - ◆ Their audience can shop their favorite influencers favorite products and recommendations
- #BetterBeauty and #BeautyCounter
 - ◆ One two main hashtags used by BC
 - Consolidates social media presence
 - Hub to pull content from



BEAUTYCOUNTER

KEY FINDINGS



INFLUENCER PROFILE:
Mainly millennial women,
5k - 10k followers

CONTENT: Consultants
focus mainly on packaging,
before-and-afters and
product demonstrations.



THE ORDINARY

INFLUENCER PROGRAM (?)

→ The Ordinary's influencer program is nonexistent

So how is *The Ordinary* so successful?

→ Appeals to Influencers and their audiences which creates a lot of snowballing buzz

- ◆ Cheap
- ◆ Effective
- ◆ Minimalist design

Salicylic Acid 2%
Solution
For Blemish-Prone Skin
Solution à l'Acide
Salicylique 2%
Pour les Peaux à Imperfections

Lactic Acid 10% • HA
A High-Strength Lactic Acid
Superficial Peeling Formulation
Acide Lactique 10% • HA
Une Formulation Ultra-Concentrée de Peeling
Superficiel à Base d'Acide Lactique

Niacinamide 10% • Zinc 1%
High-Strength Vitamin and
Mineral Blemish Formula
Niacinamide 10% • Zinc 1%
Formule Ultra-Vitaminée et
Minérale contre les Imperfections



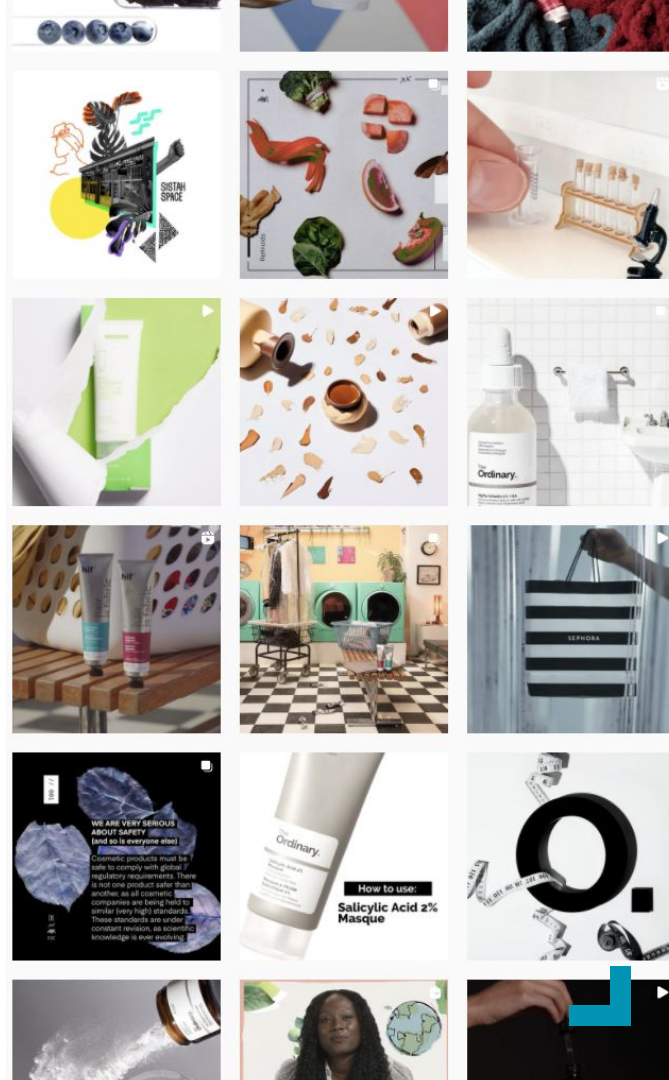
THE ORDINARY

KEY FINDINGS

- The Ordinary is owned by Deciem, which owns other skincare brands.
 - ◆ No traditional marketing, mainly Instagram
 - ◆ All product lines are marketed on Deciem's IG
 - ◆ Marketed as complementary to each other
- #TheOrdinary
 - ◆ Single hashtag for all the brand's posts

How can we increase product transparency in our marketing strategies?

How do we increase earned media?





SHEIN

INFLUENCER PROGRAM OVERVIEW

→ Two parts of their influencer program:

◆ Paid influencers

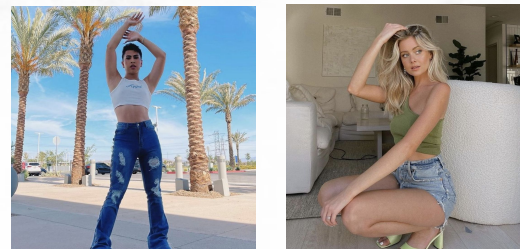
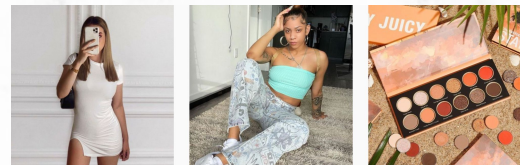
- Macro-level influencers (500k+ followers)
- Paid to post content about incoming clothes & trends
- @US.SHEIN.COM sources content from influencer feeds

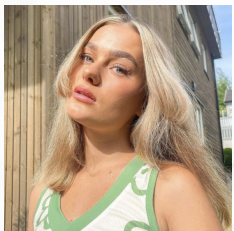
◆ Shein affiliates

- Apply to be in the program
- Share Shein on their social media with affiliate shopping links
- Receive 10-20% commission on every sale
- Other opportunities to make additional money

→ Content

- ◆ Because of Shein's nature as a fast fashion brand, their influencers produce extremely varied, high-quality content

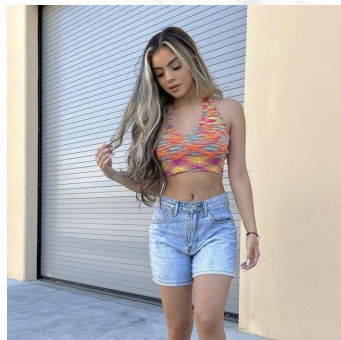




SHEIN

KEY FINDINGS

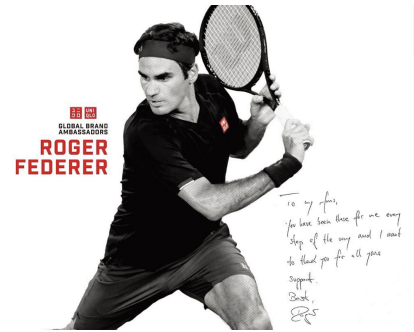
- Shein utilizes mid-to-macro level influencers, who maintain high quality content on their feed
 - ◆ All images are sourced from Shein's #SheinGals
- Shein doesn't have specific windows for redemption / specific missions → constant influx of content
- Mid→Macro influencers produce high-quality, organic content
- Varied content between influencer-sourced images, editorial shoots, promotional graphics and videos



UNIQLO

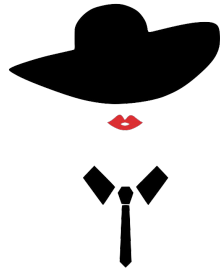
INFLUENCER PROGRAM OVERVIEW

- Uniqlo doesn't have much user-generated content
 - ◆ No consolidated hashtag
 - ◆ Little user-generated content on Instagram feed
- No public influencer program
 - ◆ Unlike Quest, BeautyCounter and Shein, Uniqlo doesn't have an influencer program to which influencers of any level can apply.
- Paid influencers are utilized
- Professional Athletes
 - ◆ Uniqlo sponsors professional athletes and maintain permanence in sports like tennis and skateboarding
 - Roger Federer, Kei Nishikori, Gordon Reid



UNIQLO

KEY FINDINGS



Uniqlo has market penetration in numerous spaces, the two largest being athletic and leisure wear. They don't use influencers to promote their leisure wear, but they do use athletes as ambassadors for their entire brand.



uniqlo  [Follow](#)  

2,357 posts 2.3m followers 422 following

UNIQLO Global

Clothing (Brand)

The global official Instagram #UNIQLO #LifeWear
uniqlo.com



Despite having millions of followers, Uniqlo has low engagement on their Instagram feed with likes ranging from 1,500 - 10,000 per post, significantly disproportionate to their following.

This may be indicative of low community engagement, something that may be due to their lack of an influencer program to involve their consumers on a deeper level.





What does all this mean for Quest?



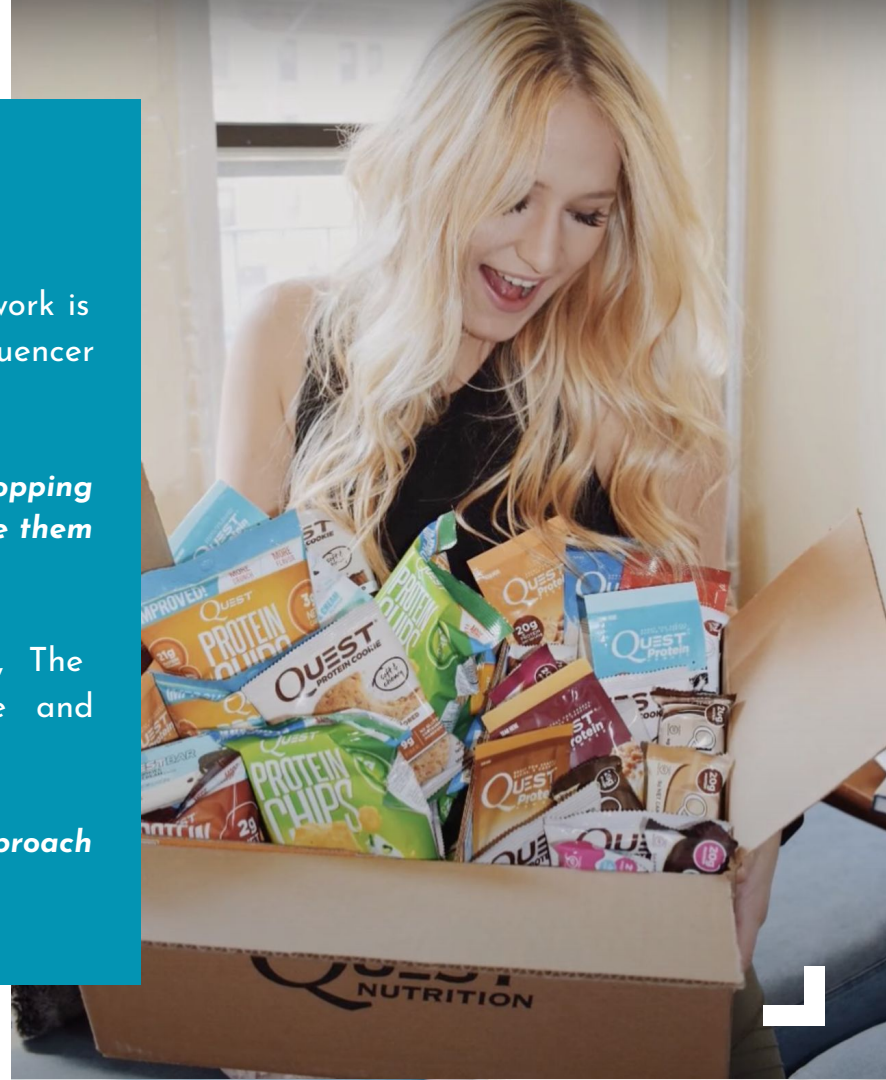
WHAT DOES THIS ALL MEAN FOR QUEST?

BEAUTYCOUNTER: Personal shopping and commission work is effective at maintaining high engagement within their influencer community.

Is there any way Quest can incorporate a customizable shopping experience for each of our Quest Squad members to engage them and their audiences?

THE ORDINARY: With no formal influencer program, The Ordinary builds community by consolidating effective and affordable products and emphasizing their relative utility.

How can Quest learn from The Ordinary's consolidated approach to marketing?



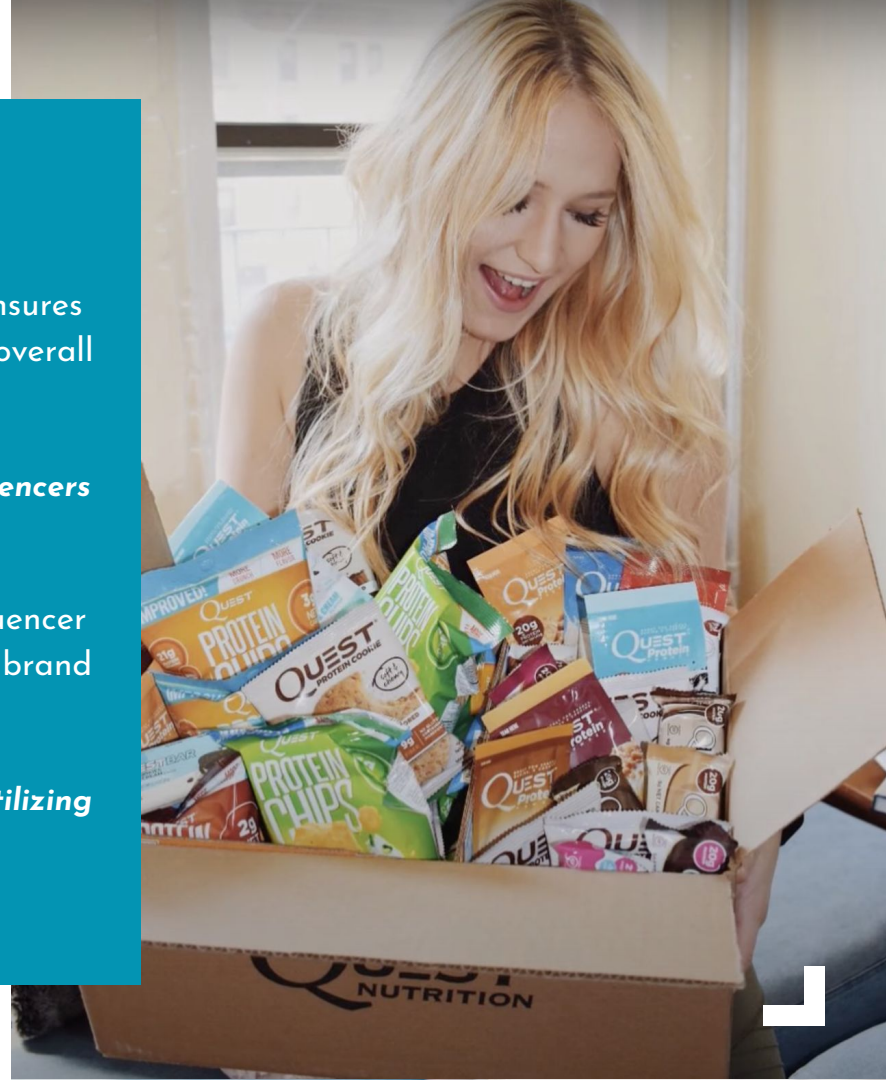
WHAT DOES THIS ALL MEAN FOR QUEST?

SHEIN: Shein's use of mid→macro influencers ensures high-quality user-generated content that benefits their overall marketing strategy.

How can Quest either hire or attract more mid→macro influencers to get higher quality user-generated content?

UNIQLO: Uniqlo doesn't maintain a consistent influencer program, but does utilize high-profile athletes to achieve brand recognition in particular spaces.

How can Quest break into niche interest groups by utilizing high-profile athletes/trainers/etc. within those groups?





THANK YOU

QUESTIONS, COMMENTS AND CONCERNS?