Beauty & Grooming

Jobs to be Done | July 2019

We know that life is complicated and that people are complex. The fullness of their decision making and behavior can be confusing and deeply nuanced.

On one occasion they'll do one thing… and the next time they'll do something completely different!

We love sorting out the complexity of life and finding a way to tell human stories with empathy and beautiful simplicity. In no category is this more true than beauty; inner beauty, outer beauty, men and women, young and old, from one culture to another.

Knowing what people do is just part of the story.

Jobs to be Done uncovers the why.

Jobs to be Done

In our quest to understand people's complicated lives, we often use the established business theory of Jobs to be Done (JTBD). It's a way of thinking that challenges you to start with people first and understand the job they're actually trying to achieve through the products and brands they use.

So what's a 'Job to Be Done'? It's not a product or service. It's not an occasion, task or activity. **It's the in-between. It's the human motivation, the why behind people's actions**. We can observe the situational context and we can see the products or services a person is hiring. But what we can't see are the motivational drivers underneath each product choice in a given situation.

A "job" is what a person hopes to achieve in a given situation by hiring a particular product.

A human lens on the role of brands.

There are people in various situations who have different motives, so they choose different solutions.

people
Genders across Cultures

situations
Life Situations

motives
The Desired Outcome

solutions
Products, Services, & Behaviors

People are multi-faceted. They have different needs and make different choices when in different situations. This is definitely true for beauty and grooming. So many products, so many scenarios -- do they use the same make-up every day? Do they apply it differently for a date? Would they use the same products for hanging out with friends as they do with family, and WHY do they do that?

So many questions.

We break down the anatomy of a ‘job’ by asking people about various situations they experience and **identifying their core motivations** for engaging in various behaviors, including using your products.

Who
What
Where
/ We asked.

Almost 5,000 people about their perceptions on beauty (inside and out), their general attitudes towards it, as well as their behavior and spend - giving us the ability to view the insights by gender, age and culture.

4,800 People	**1,200 Per Market**
50% Male	**50% Female**
4 Generations	**Gen Z, Millennials Gen X & Boomers**

Clean teeth 29x / month

Shower or bathe 22x / month

Get a full night sleep 19x / month

Put a thought/care into what you're wearing 15x / month

Apply fragrance/cologne/perfume 14x / month

By capturing thousands of job stories, we're able to quantify the category and its various solutions, Determining that a person engages with 484 beauty and grooming 'solutions' every month (or 16 per day).

Apply sunscreen 12x / month

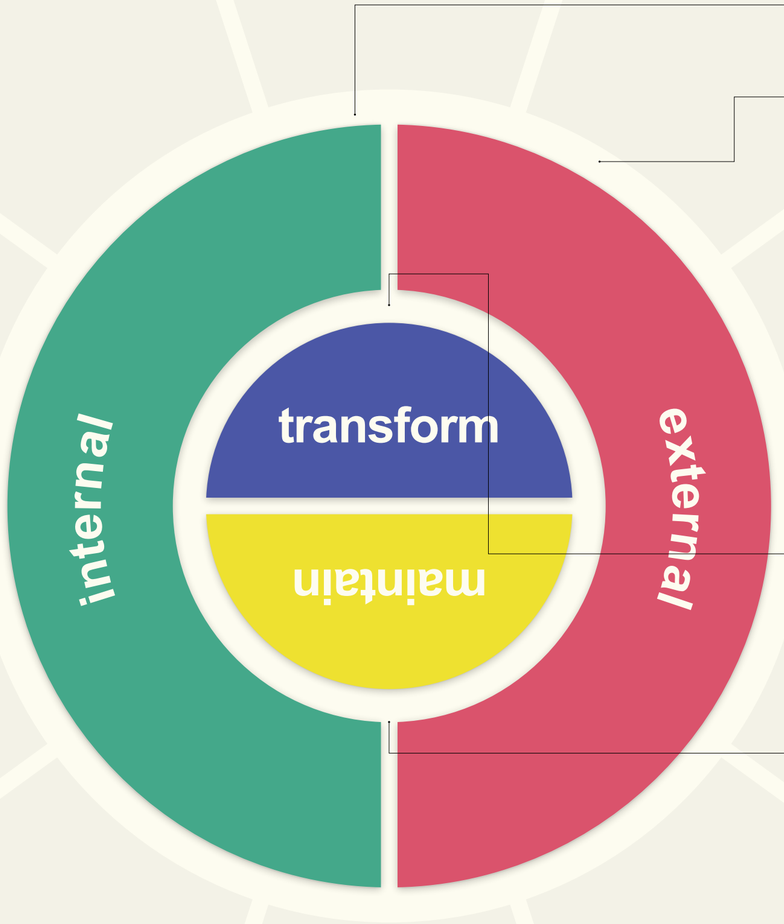
Apply eye make-up 9x / month

Use hair styling tools 6x / month

Buy new clothes 3x / month

Two key dimensions underly the jobs of beauty.

Dimensions of Beauty



1

Internal vs. External

Are people driven by their own internal desires and motivations OR are they driven by external pressures, expectations, people, etc.?

2

Transform vs. Maintain

Are they seeking transformation, change, new experiences OR are they seeking to maintain, create stability or get back to 'normal'?

We identified 10 distinct jobs for which beauty and grooming products can play a role by capturing the context of people's complicated lives and the situations they experience.

The jobs provide a foundation for informing strategies from many perspectives.

Understand the core jobs behind your usage

Fuel messaging and communications

Identify the people who matter most

Optimize targeting and media strategies

Pinpoint the situational context

Deepen the user experience

Discover key competitors and channels

Focus on sources of growth

Surface adjacencies and unmet needs

Provide direction for innovation

10 Jobs of Beauty

Disrupt & Transform

There's always time for inner beauty, but tonight it's what's on the outside that counts. 98x a month.

I want to…

Take a Risk (170*)
Feel Like an Artist (161)
Be a Bit Edgy, Quirky or Unique (150)
Satisfy a Curiosity (147)
Embrace my Flaws (144)
Try Something New (143)
Make a Statement (142)
Explore and Be Adventurous (142)
Be Creative (135)

When I…

Have a Night out With Friends (27%** / 134)
Go on a First Date (26% / 130)

So I…

Apply Cheek Make-Up (41% / 208)
Get Spray Tan/Tanning Salon (34% / 172)
Get Hair Colored/Highlighted (31% / 154)
Get Prof Mani/Pedi (29% / 147)
Get Brows Prof Shaped (29% / 143)
Apply Self-Tanner (28% / 139)
Go To Chiro/Acupuncture (28% / 141)
Apply Fragrance (26% / 132)
Go to a New Restaurant (32% / 160)
Experience Culture/Arts (30% / 151)
Buy New Shoes (27% / 136)

While Jobs transcend demos and geography, Disrupt & Transform is typically more dominant among Millennials and much less so among Baby Boomers.

** Indexed to size of Job / ** % of situation or solution that falls into the job*

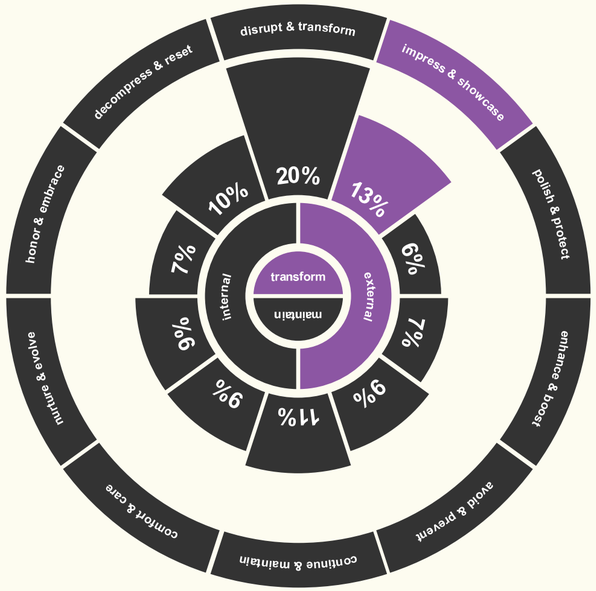
Source: The Sound Look at Beauty (2019); averaged data across China, India, U.S., UK

Jobs to be Done

Impress & Showcase

Beauty and Grooming

It's not about projecting arrogance, but if others think you look confident, who could blame them? 48x a month.



I want to…

Be the Center of Attention (164*)
Be Seen as an Authority on Style and Beauty (164)
Impress Other People (162)
Feel 'on Trend' (162)
Have People Admire Me (157)
Hide my Flaws (156)
Project a Bit of an Attitude (156)
Showcase my Abilities (154)
Feel Powerful and Influential (151)
Make Others Happy (148)
Feel Like a Different Person (144)
Project an Image of Status (140)

When I…

Go on Date Night With Sig Other (25%** / 196)
Go on a First Date (22% / 171)
Attend a Work Function (20% / 157)

So I…

Use Styling Products on Hair (28% / 221)
Get Pro Hair Removal Treatment (28% / 217)
Apply Perfume/Cologne/Fragrance (25% / 194)
Use Hair Styling Tools (23% / 180)
Apply Foundation/Cover-Up (22% / 166)
Apply Eye Make-Up (20% / 158)
Shape Eyebrows Yourself (19% / 153)
Get Eyebrows Professionally Shaped (19% / 147)
Put Thought Into Clothes (21% / 164)

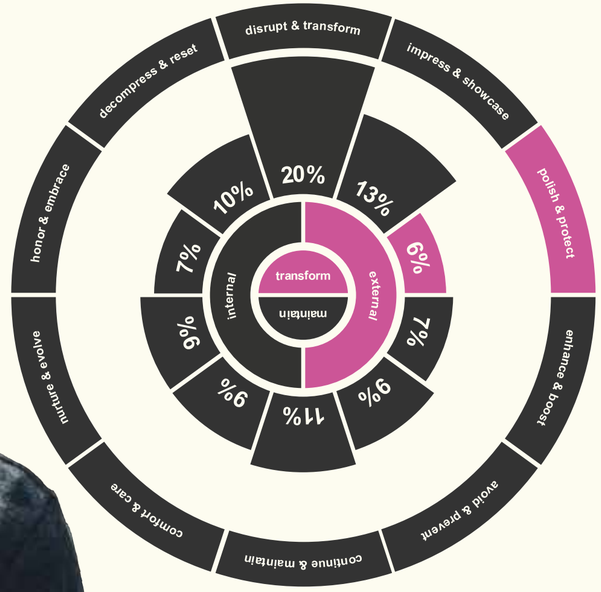
Impress & Showcase is most dominant in the U.S. where it's particularly strong among young men.

** Indexed to size of Job / ** % of situation or solution that falls into the job*

Source: The Sound Look at Beauty (2019); averaged data across China, India, U.S., UK

Polish & Project

“Dress for the job you want, not the one you have”
Beauty is how to reflect your competence and ability.
33x a month.



I want to…

Fit in or Blend in, Not Stand Out (183*)
Show Others I Care (176)
Feel Smart or Intelligent (174)
Project Capability & Success (171)
Look Effortless, Not Try-Hard (170)
Be Taken Seriously (166)
Appear Approachable (165)
Feel Mature and Sophisticated (162)

When I…

Go on First Date (16%** / 259)
Attend Work Function (15% / 246)
Host/Attend Party (12% / 201)

So I…

Shave/Wax/Remove Facial Hair (13% / 208)
Go to Tanning Salon/Pro Spray Tan (12% / 203)
Get Pro Teeth Whitening (11% / 173)
Use Hair Styling Tools (10% / 161)
Shave/Wax/Remove Body Hair (9% / 154)
Apply Leave-in Conditioner/Oil (9% / 154)
Get Hair Styled/Blow Out (9% / 150)
Buy New Clothes (10% /165)

Polish & Project, while still relatively small, is strongest in India, particularly for Gen X. Brand loyalty is stronger here.

** Indexed to size of Job / ** % of situation or solution that falls into the job*

Source: The Sound Look at Beauty (2019); averaged data across China, India, U.S., UK

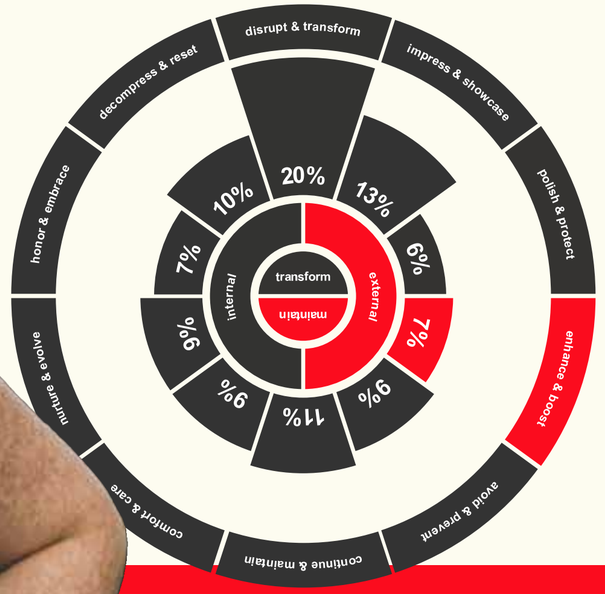
Jobs to be Done

Enhance & Boost

Beauty and Grooming

Highlighting the best version of yourself. Not a new version; it's a celebration of you at your best.

35x a month.



I want to…

Feel Attractive or Beautiful to Others (175*)
Enhance my Best Features (157)
Boost my Confidence (154)
Look Like the Best Version of Myself (154)
Bring Out my Inner Beauty (150)
Showcase or Enhance my Natural Self (150)

When I…

Go on Date Night With Sig Other (17%** / 223)
Attend Formal Celebration (12% / 167)
Host or Attend a Party (11% / 153)
Have a Night out With Friends (13% / 186)

So I…

Apply Eye Make-Up (19% / 251)
Apply Lip Color (17% / 229)
Apply Foundation/Cover-Up (16% / 210)
Apply Leave-in Conditioner/Oil to Hair (15% / 207)
Apply Facial Mask/Eye Cream (15% / 197)
Get Your Hair Styled / Blow Out (14% / 186)
Shape Eyebrow Yourself (12% / 167)
Get Eyebrows Professionally Shaped (12% / 165)
Get a Haircut (12% / 162)
Apply Self-Tanner Yourself (11% / 144)
Put a Lot of Thought Into Clothes (14% / 183)
Buy New Clothes (11% / 151)

Enhance & Boost is more prominent among women and Gen Y but is not particularly influenced by brand loyalty.

Source: The Sound Look at Beauty (2019); averaged data across China, India, U.S., UK

* *Indexed to size of Job / ** % of situation or solution that falls into the job*

Avoid & Prevent

Sunscreen and clean teeth may not be high-glamour, but playing it safe is playing it smart, for you and others. 40x a month.

I want to…

Do the Right Thing (161*)
Prevent Bad Things From Happening Later (180)
Be Responsible and Dependable (173)
Play It Safe (181)
Address an Immediate Concern (197)
Do What Was Expected (160)
Avoid Making a Mistake (179)

When I…

Go on a Family Outing That Includes Kids (13%** / 151)

So I…

Apply Sunscreen (19% / 215)
Apply Deodorant / Anti-Perspirant (16% / 178)
Clean Your Teeth (13% / 150)
Pray or Meditate (18% / 209)
Take Vitamins or Supplements (17% / 190)
Drink Reco Amount of Water (16% / 178)
Work Out (12% / 135)

Baby Boomers are more focused on Avoid & Prevent (which comes with age). Price is a factor, here.

Source: The Sound Look at Beauty (2019); averaged data across China, India, U.S., UK

* Indexed to size of Job / ** % of situation or solution that falls into the job

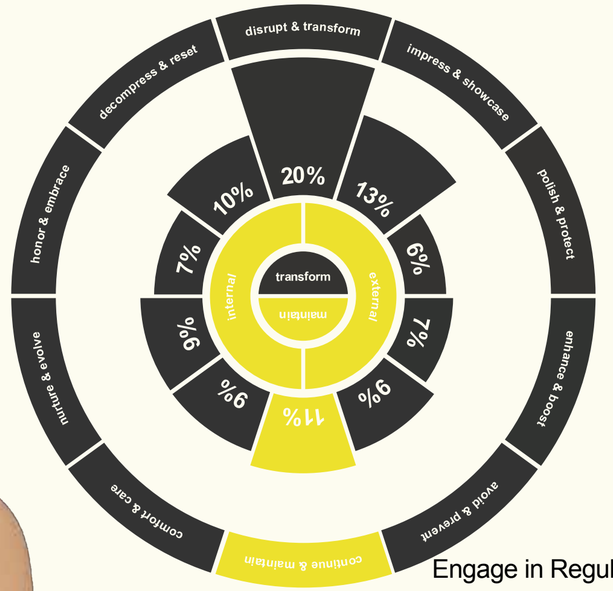
Jobs to be Done

Continue & Maintain

Beauty and Grooming

Comfort comes from feeling fresh at the end of the day (and the beginning), so you lean on brands a little more.

55x a month.



I want to…

Be Low Maintenance (181*)
Be Practical or Uncomplicated (164)
Stick With What I Know (160)
Stick to my Routine (158)
Be Clean and Simple (145)

When I…

Engage in Regularly Scheduled Self-Care/Maintenance (16%** / 152)
Have a Typical Day-Off or Weekend Day (15% / 146)

So I…

Wash Your Face With Soap and Cleanser (20% / 188)
Clean Your Teeth (18% / 174)
Clip or File Your Nails (18% / 172)
Get a Haircut (17% / 163)
Apply Deodorant/Anti-Perspirant (17% / 157)
Shave/Wax/Remove Body Hair (15% / 141)
Take Shower or Bath (14% / 133)

The size of Continue & Maintain tends to increase with age and there is more brand loyalty, in general.

Source: The Sound Look at Beauty (2019); averaged data across China, India, U.S., UK

** Indexed to size of Job / ** % of situation or solution that falls into the job*

Jobs to be Done

Comfort & Care

Beauty and Grooming

Showing yourself the respect to feel taken care of, finding moments to pause and take stock of what your body needs. 45x a month.

I want to…

Take Care of Myself (149*)
Look and Feel Healthy (148)
Respect Myself and my Needs (145)
Feel Good on Both the Inside and Outside (136)
Feel Comfortable (136)

When I…

Typical Weekend Day or Day Off (13%** / 148)
Engage in Reg Scheduled Self-Care (12% / 139)

So I…

Clean Your Teeth (16% / 179)
Take a Shower or Bath (15% / 175)
Blow Dry Hair (15% / 175)
Clip/File Nails (15% / 174)
Shave/Wax/Remove Facial Hair (13% / 149)
Drink Reco Amount of Water (16% / 177)
Eat Food That's Good for You (14% / 164)
Get a Full Night Sleep (14% / 165)

Comfort & Care is stronger among women at every age and price does not play a significant role

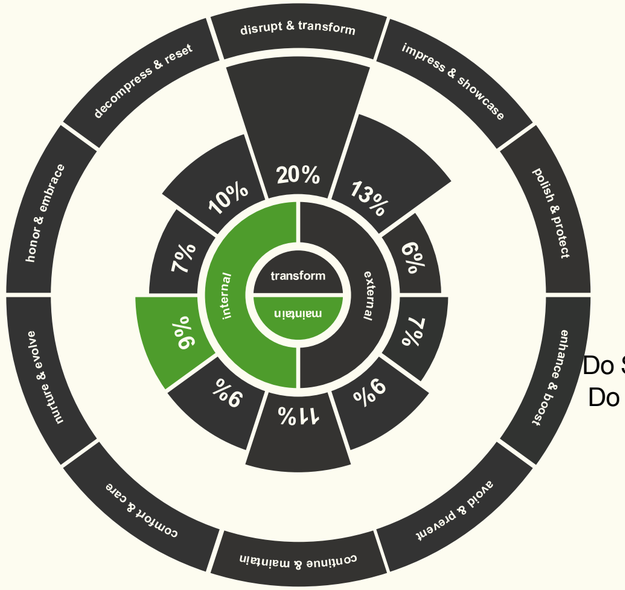
** Indexed to size of Job / ** % of situation or solution that falls into the job*

Source: The Sound Look at Beauty (2019); averaged data across China, India, U.S., UK

Nurture & Evolve

It might take a bit more energy, but the healthy choices you make today will pay dividends into the future.

40x a month.



I want to…

Do Something That Would Have a Lasting Effect (164*)
Do Something Now That Would Benefit Me Later (160)
Recharge and Revitalize Myself (160)
Feel Alive and Energetic (153)

When I…

Go to the Gym / Workout (11%** / 131)

So I…

Exfoliate Your Skin (12% / 138)
Take Vitamins/Supplements (25% / 287)
Work Out/Engage in Physical Activity (23% / 265)
Get Full Night Sleep (22% / 256)
Eat Food That's Good for You (19% / 223)
Drink Reco Amount of Water (19% / 220)
Pray or Meditate (18% / 209)

Nurture & Evolve is a bit more dominant in the U.S., particularly among female Baby Boomers

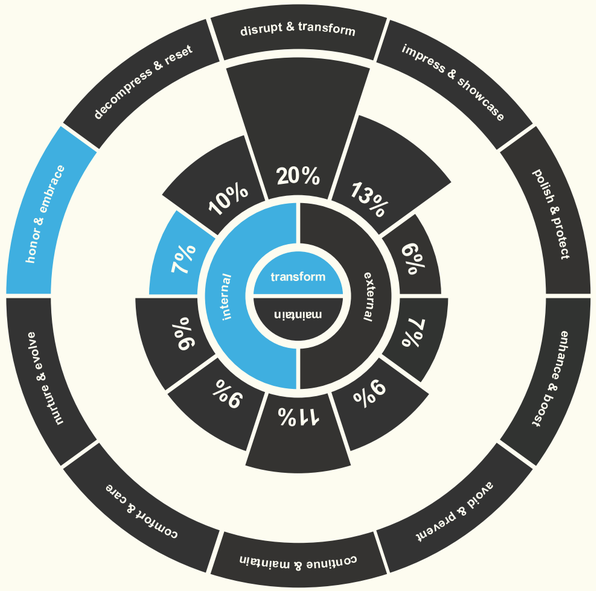
** Indexed to size of Job / ** % of situation or solution that falls into the job*

Source: The Sound Look at Beauty (2019); averaged data across China, India, U.S., UK

Honor & Embrace

Close up your cabinet, put products to the side; now is not their time. This is when you feel most free and uncomplicated.

39x a month.



I want to…

Do What I Wanted, Not What Others Wanted (156*)
Be True to Myself (151)
Feel Like Myself (148)
Feel Free To Be Myself (148)

When I…

No Particular Situation Over-Indexes

So I…

Get a Haircut (11% / 155**)
Apply Fragrance/Cologne/Perfume (10% / 139)
Pray or Meditate (16% / 216)
Shut Off Your Phone/Computer to Unplug (14% / 195)
Buy a New Pair of Shoes (14% / 187)
Put Thought Into Clothes (13% / 173)
Have a Good Laugh (12% / 162)
Buy New Clothes (11% / 156)

Honor & Embrace is more dominant among Baby Boomers than younger generations in every market except China, where the younger generations feel more free to be themselves

** Indexed to size of Job / ** % of situation or solution that falls into the job*

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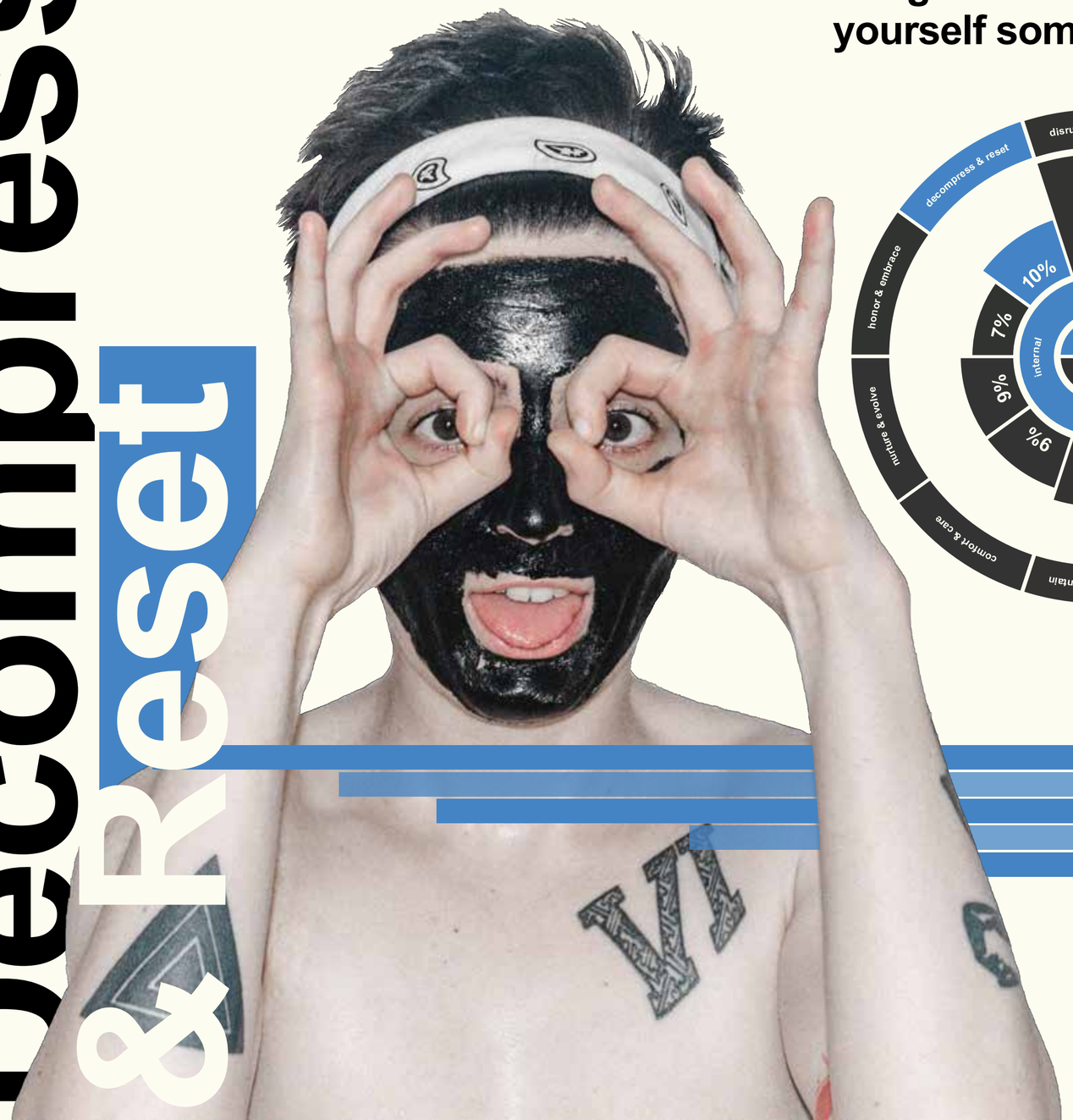
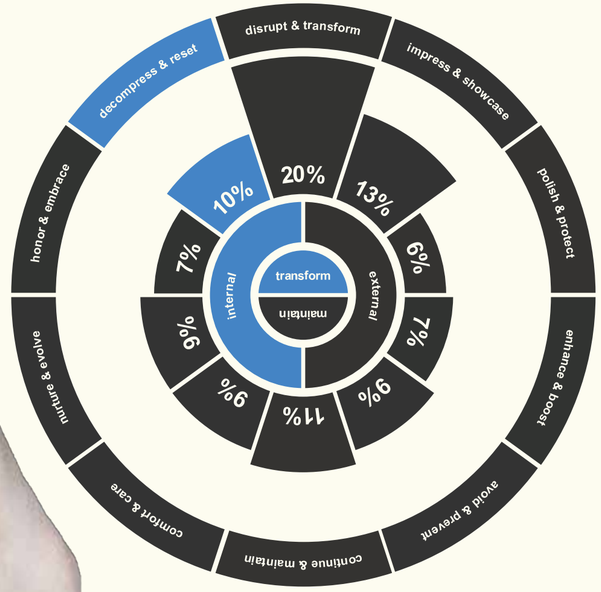
Jobs to be Done

Decompress & Reset

Beauty and Grooming



Finding a few moments of hedonistic indulgence, cutting yourself some slack, you've hit the 'self-care' bullseye. 51x a month.



I want to…

Decompress and Reduce Stress (169*)
Give Myself a Break or Cut Myself Some Slack (186)
Carve Out Time for Myself (168)
Indulge or Treat Myself (143)
Have Fun and Be Playful (148)
Slow Down Time (189)

When I…

No Particular Situation Over-Indexes

So I…

Get a Spa Treatment (17%** / 174)
Apply Creams, Lotions, Masks, Etc. (13% / 132)
Unwind to Good Music/Book/Puzzle, Etc. (40% / 413)
Binge Watch Favorite TV Show (36% / 371)
Take a Vacation (34% / 349)
Shut Off Mobile Phone/Computer to Unplug (29% / 292)
Go Out to New Restaurant (23% / 230)
Have a Good Laugh (20% / 205)

Decompress & Reset exists across markets, but is strongest in India, where price is also playing a stronger role for this particular job

** Indexed to size of Job / ** % of situation or solution that falls into the job*

Source: The Sound Look at Beauty (2019); averaged data across China, India, U.S., UK

Jobs to Be Done gives you a powerful framework for organizing people's complicated lives, their situations, experiences, choices and, importantly, the why behind those choices.

A framework that can fuel powerful strategies by engaging brands with people in new and unexpected ways.

THE SOUND

Engaging brands with people.

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