

# MARKWINS

*international*

*The beauty revolution never ends*

## MARKWINS INTERNATIONAL PRIMARY RESEARCH CAMPAIGN - BRAND IDENTITY

### THE CHALLENGE

Since 1984, Markwins International Corporation has set the pace in the cosmetics manufacturing industry, including pioneering the cosmetic compact in the United States and transforming the “blockbuster” into a holiday staple. Known primarily for its cosmetic sets and train cases, Markwins currently dominates the “combination set” category for cosmetics with a 70% market share. Initially a private label company, Markwins had begun establishing its own brands including The Color Institute, The Color Workshop, Act!, Beauty Basics and POP. However, brand awareness was low. A clearer understanding of the cosmetics market, competition and customer base was needed to focus Markwins’ marketing and expansion efforts.

### THE APPROACH

Wilkin Guge Marketing’s research for Markwins began with a three-tiered approach to gain a clearer understanding of the consumer, the retail buyer and the competition. The agency conducted primary research over a six-month period including:

- A direct mail survey to over 5,000 known cosmetics consumers
- An incentive-based phone and Web based survey to current Markwins customers
- A telephone survey to Markwins’ retail buyers, both mass market and prestige
- A detailed survey of Markwins’ main competitors, including stealth research and phone interviews

In addition, WGM gathered secondary data about the industry and compiled the findings along with data from the primary research to determine brand awareness, brand loyalty, demographic data, purchase motivators, purchasing intent and an overall brand and marketing strategy.

### THE RESULTS

The results were presented with an executive summary, statistical analysis, detailed research findings and strategic recommendations. Based upon this solid research, including an almost 20% response from the direct mail survey and over 60% response on the incentive-based survey, Wilkin Guge Marketing formulated a strategic plan to position Markwins for further growth.

