



Guide to Gold

Category: Cosmetics

Welcome:

On behalf of the TR GO for GOLD awards team, we would like to thank you in advance of submitting your award entry. We fully appreciate the time and effort that goes in to creating a successful awards entry, and that is why we have made the TR GO for GOLD awards value added in terms of; being able to use your entry as a marketing document, for benchmarking purposes, for recognition of excellence and best practice and of course business growth.

This document has been created in collaboration with Carolyn Mariani, formerly buyer at DFASS (now 360 Duty Free). Carolyn has kindly also agreed to give her valuable time to judge entries within the Cosmetic Category.

This 'Guide to Gold' document has been designed as a guide to the evidence necessary to achieve a TR GO for GOLD award. Remember you are not competing against other entries, instead you are striving to achieve the GOLD award. Feedback is available and if this is of interest, please tick the appropriate box on the entry form.

Introduction: Cosmetics in Travel Retail are a beautiful way to capture impulse and add-on purchases in any segment. Whether as a gift or a self-purchase, this category commands less brand loyalty than skincare, for example, in exchange for novelty, value and fun. From nail polish to mascara to that perfect shade of lip gloss, the Cosmetics Category captures customers of all ages, ethnicities, and incomes, providing them instant gratification as well as excellent revenue enhancement for retailers.

Explanation: Brands and organisations will have had to take into consideration much of the following if their product is going to become a 'Best Seller' (not in order of priority):

- a) Eye catching packaging and point of sale
- b) Visibility of product colours variations
- c) Value proposition - Great value for money can often enable a smaller/lesser-known brand to outsell the "big" brands
- d) Celebrity endorsement



- e) Capitalize on the impulse purchases from travelling consumers - it's important to instantly demonstrate the features & benefits and USP's of the product (longer lashes, precise application, hypo-allergenic, etc.)
- f) Travel retail exclusive items such as makeup palettes and value sets that feature popular shades are particularly effective in this category
- g) Allergy testing statement
- h) Packaging recycling capabilities
- i) Refill capability
- j) Standout TR customer offering proposition
- k) Unique Selling Points (USPs)
- l) Digitised concepts contribute to the interactive shopping experience and to customer satisfaction
- m) Passionate and knowledgeable staff
- n) Market analysis
- o) Is it a high or low friction customer proposition?
- p) Manufacturing impact on environment
- q) Product authenticity statement

Examples: At the top end of the Cosmetic Category within Travel Retail, Lancome's full face makeup palettes with blushes, eyeshadows, lip colours, mini mascaras and makeup brushes are long-running best sellers. They combine classic colours with a seasonal or trending shade that allows customers to try the newness in a smaller format and experiment with ease. These palettes are TR Exclusive, compelling customers to purchase 'on the spot'. Successful TR Exclusive sets at a variety of price points can come from smaller brands, too. For example, mascara sets, lip gloss/lip colour sets, and nail polish sets that offer savings or a Gift With Purchase can be top sellers when presented with a relatable brand story and unique products. These make great souvenirs for travellers and are giftable as well.