

Developing targeted advertising campaigns for clients



A leading advertising agency is tasked with creating a data-driven advertising campaign for millennial women interested in premium skincare. Understanding the target audience's preferences, buying habits and preferred shopping channels is key to creating effective campaigns that resonate. In a highly competitive skincare market, standing out requires precision. Euromonitor International's research helps identify popular and emerging brands, highlighting which ones are thriving and where—providing valuable insights for compelling storytelling.

How our research supports you:

- **Detailed audience segmentation:** By analysing demographic, psychographic and behavioural insights, the agency can develop a well-rounded understanding of their client's target audience—including their age, income, lifestyle preferences and core values. This enables the agency to craft campaigns that resonate deeply with millennial women seeking premium skincare solutions.
- **Trending topics:** Using data on consumer pain points, such as concerns about skin hydration, anti-aging, or sustainability and motivations like self-care or ingredient transparency, you can craft messaging that not only informs but deeply connects with the client's audience. This ensures the content is both compelling and relatable.
- **Channel insights:** With data-driven insights into digital disruptors reshaping e-commerce, agencies can eliminate guesswork, validate campaign impact and optimise channel presence to deliver successful campaigns and win client confidence.

By leveraging Euromonitor's market research and data analytics, the advertising agency ensures higher engagement and better connection to the client's target audience. These precise insights enable the agency to allocate resources efficiently and build trust with the client's audience through tailored messaging that resonates on multiple levels. This not only boosts the campaign's performance but also enhances brand loyalty for their client.

Key features:

- **Consumer data:** Obtain comprehensive, up-to-date information covering demographics and spending habits.
- **Industry reports:** Deep-dive into reports across diverse industries, with a special focus on competitive analysis and trends.
- **Forecasting tools:** Use advanced tools to assess market performance and project future opportunities.
- **Lifestyles reports:** Explore consumer behaviours, attitudes and opinions and identify—and quantify—megatrends.
- **Interactive dashboards:** Visualise data efficiently to make quick, informed decisions.