

Pre-Launch Testing for Journ Beauty



Challenge

This brand came to us as an emerging brand in the beauty category, wanting to gather insights on their tinted eye serum pre-launch. Specifically, Journ wanted feedback on their product's texture, feel on skin and aesthetic performance across a variety of target consumer groups.

Solution

We packed and shipped 2 SKUs to target audiences (including both men and women) equally splitting the total sample between two skin tone ranges. Each reviewer used the eye serum for at least 3 consecutive days before completing the survey.

50 Product samples sent nationwide

90% Survey completion rate from targeted Highlighters

3 Days from product receipt to initial data

Result

In less than 10 days, the Journ team was ready to adjust their formula and positioning, learning from the consumer-generated language in talking about the new product line, as well as usage data around efficacy and functionality of the product.


What we delivered:

- Instant access to a live dashboard of results coming in on day 1
- Understanding of key drivers of interest and product fit among different demographics
- Product performance data across 2 SKUS





Qualitative and Quantitative Insights:

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Why did you choose that level of hydration? Tell us more about the level of hydration and what's working versus not.

23 out of 23 people answered this question

I was expecting it to feel cakey, or even slow drying. I was wrong as it matched my skin tone, it was not cake at all, and it dried pretty quickly

I was expecting to feel a low-medium level of hydration, which was pretty accurate for me. The product absorbed well and made my skin smooth, but ultimately, I need more moisture from my products.

I was expecting it to be thin and not very hydrating and I was surprised when it was thicker but absorbed well into the skin and hydrating.

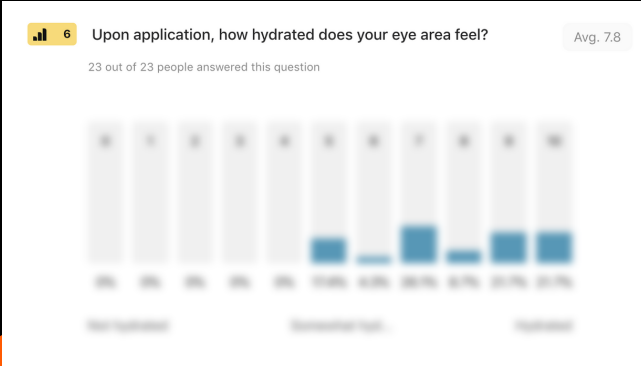
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Tell us more - what does durability mean to you and how did this product perform?

23 out of 23 people answered this question

Durability means that it lasts the entire day. This product lasted.

It did not cake over the course of the day and it did not effect my makeup coverage. It pretty much stayed put.



"It was very powerful that Highlight offered a pool of people with different skin tones and with different skin concerns. This will be something we'll be looking to leverage in the near future as we launch more products."

-Sara, CEO and Founder of Journ

Curious how we can drive the same results for you?

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