



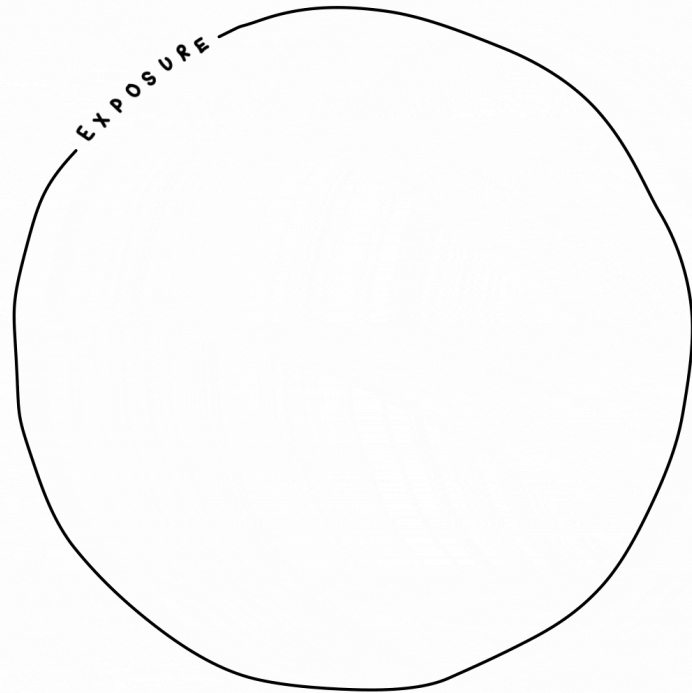
Google

# Supercharging Beauty

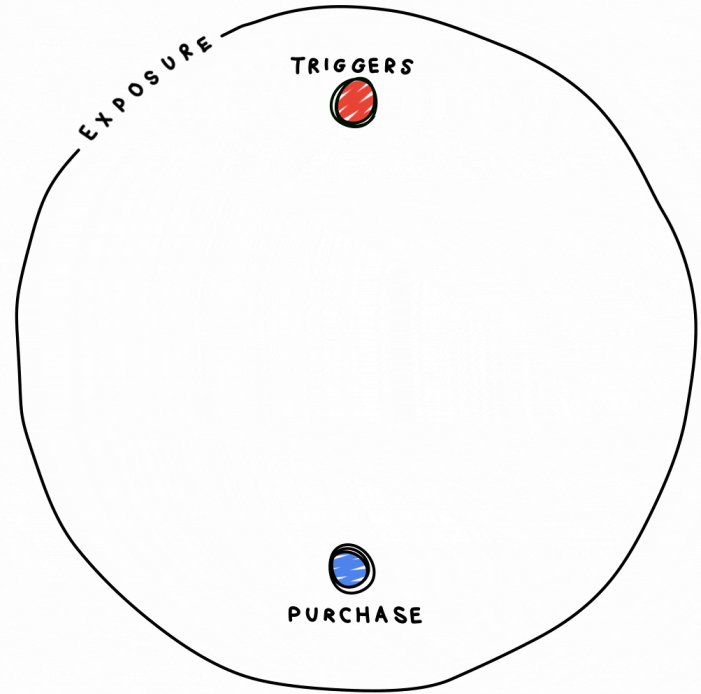
Stand out in the 'Messy middle'  
of the online purchase journey



# The 'Messy Middle'



# The 'Messy Middle'

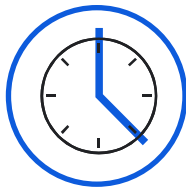


# The longevity of constant uncertainty over the past 3 years has changed the consumer behaviour



72%

of shoppers are being **more thoughtful** about what they spend on



30 %

of shoppers are spending **more time** making decisions



29%

of shoppers are **considering more** stores and retailers



70 %

of Beauty shoppers move between **online and offline** to complete their shopping

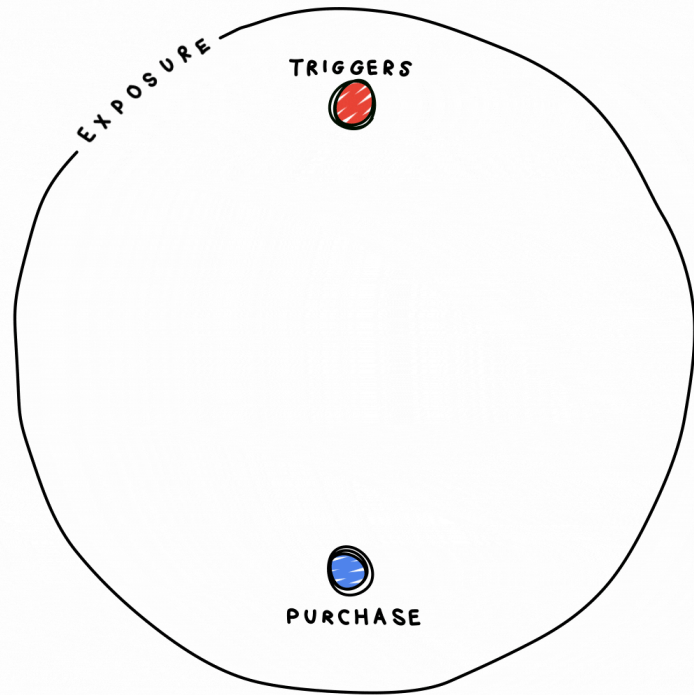
Source: Google commissioned Ipsos Consumer Continuous, US, CA, UK, FR, DE, IT, AU, JP, IN, CN, BR, MX, ES, ZA, KR, AR, CO, BE, CL, PE, SE, NL, DK, FI, NO, and 100 online consumers 18+ per market. Oct 6-10, 2022

Source: Smart Shopper Research. Savanta (2022) / Google, Cint (2021) / Kantar (2020+2019), base 2022/2021/2020/2019: all product buyers of Beauty n=369/376/339/345. Q18 How frequently do you buy this category online, if at all? channel-agnostic buyers have no clear preference for online or offline purchase and choose their shopping channel by shopping occasion

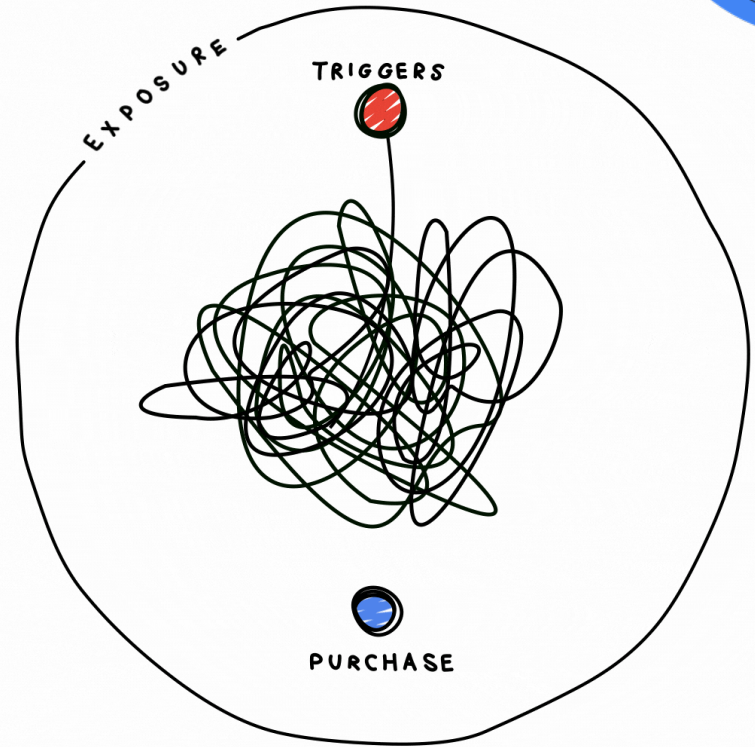
\*channel agnostic = shoppers who buy offline as well as online and aren't fully set on one channel



The 'Messy Middle'  
is more relevant  
than ever



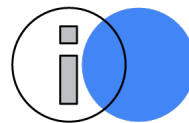
# An updated model of consumer decision making



# 6 key behavioral biases



Social proof



Category heuristics



Power of free



Authority bias



Scarcity bias



Power of now



🔍 OK Google, what next?|



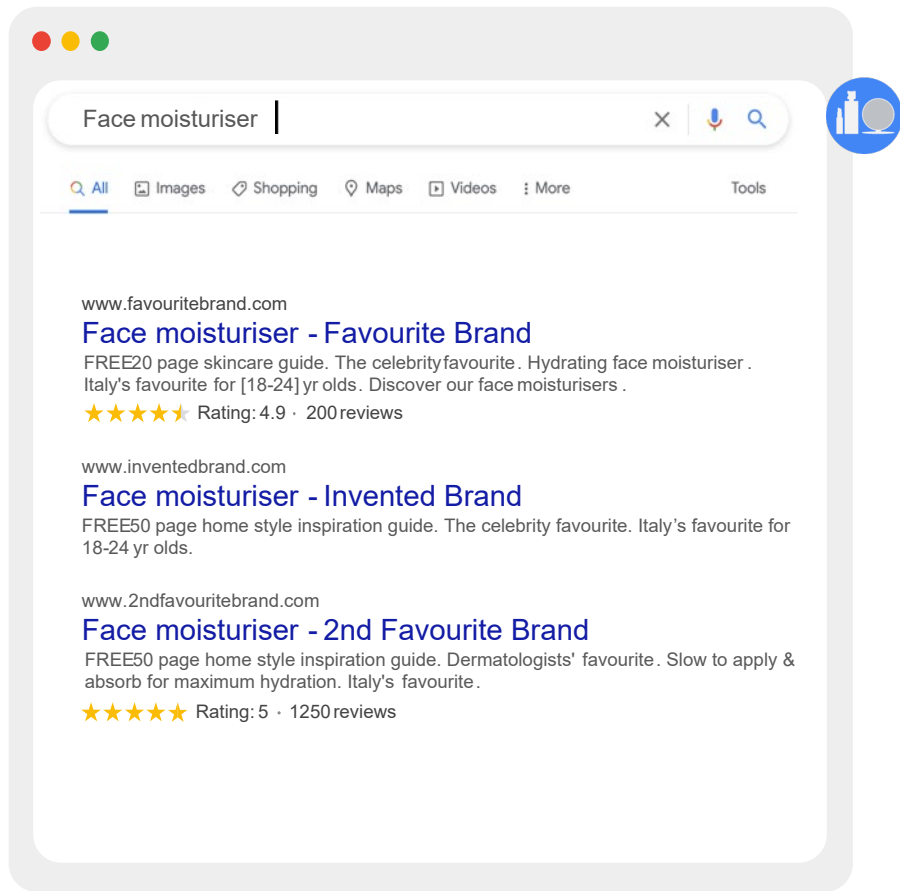


# The research set-up

What is your ...

Your favourite brand

Your 2nd favourite brand

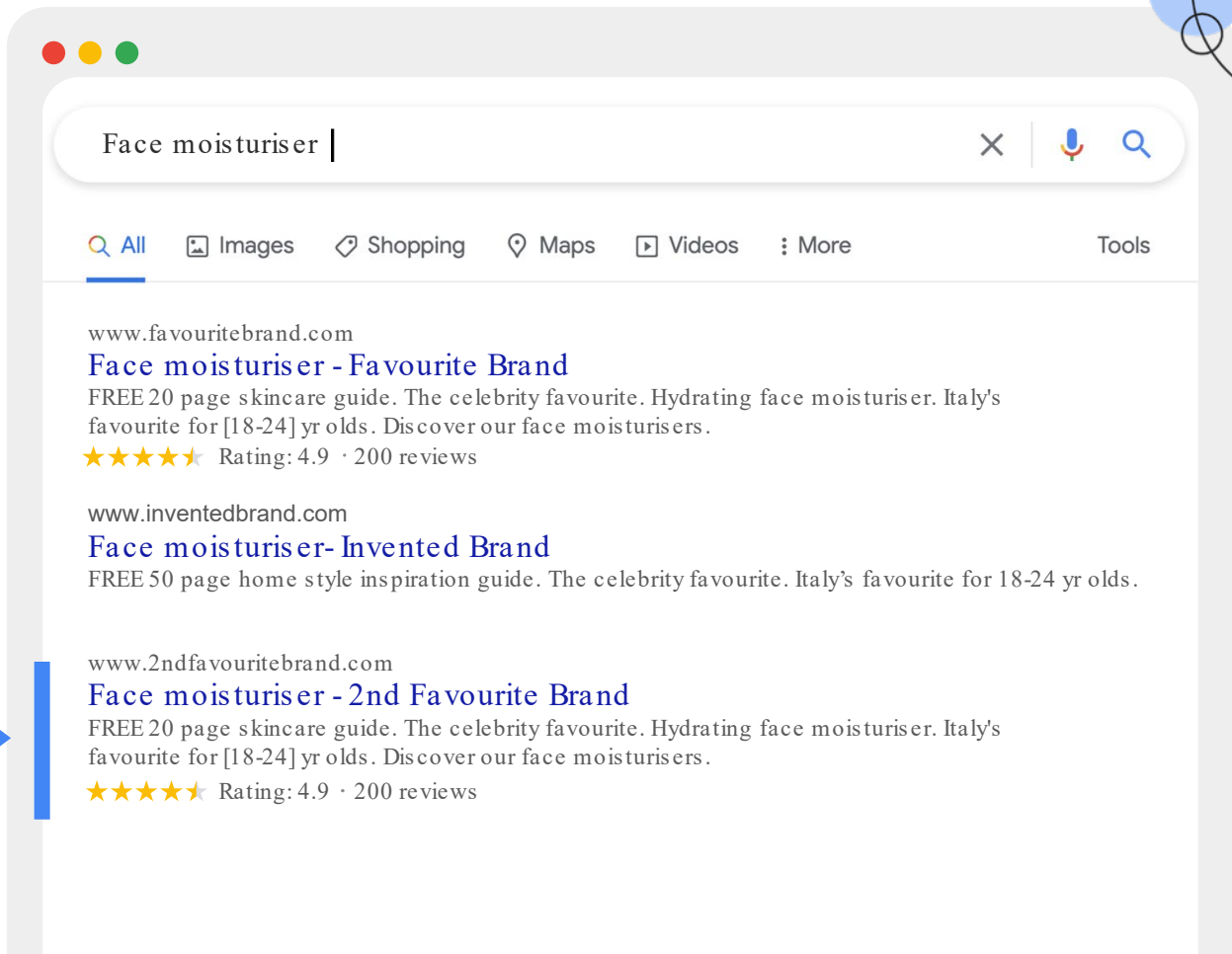


\*Search ad copy on slide represents one example of many conjoint outputs tested within the SERP lab test

Google

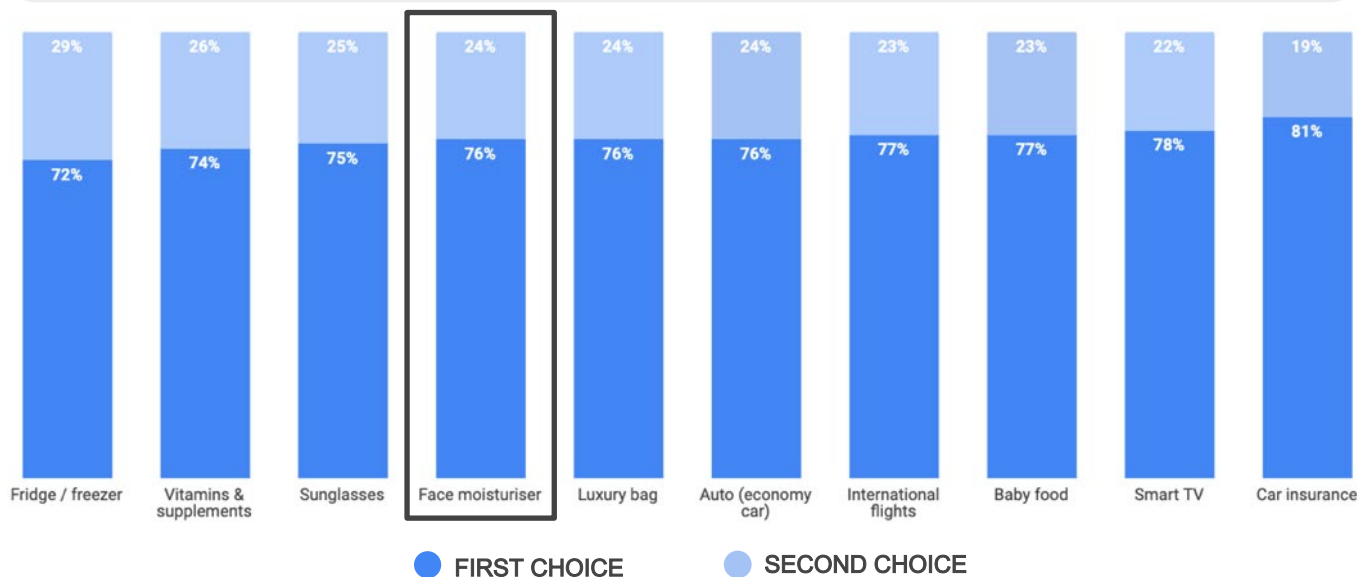


Presence of  
**second - favourite  
brand** in third place,  
with **identical ad  
copy**



# Simply showing up is enough to shift brand preferences in the messy middle

FIRST CHOICE BRAND (ranked first) versus SECOND CHOICE BRAND (ranked third)



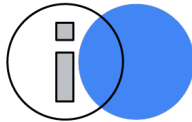
Source: Google commissioned Italy research conducted by The Behavioural Architects and Savanta. Based on 80,000 conjoint Search simulations. (10 categories x 1,000 in-market shoppers x 8 simulations each). Chart shows simulation results for second-choice brand vs. first-choice brand only, invented brand results excluded.

# 3 key behavioral biases



## Social proof

Recommendations and reviews from others can be very persuasive.



## Category heuristics

Short descriptions of key product specifications can simplify purchase decisions.

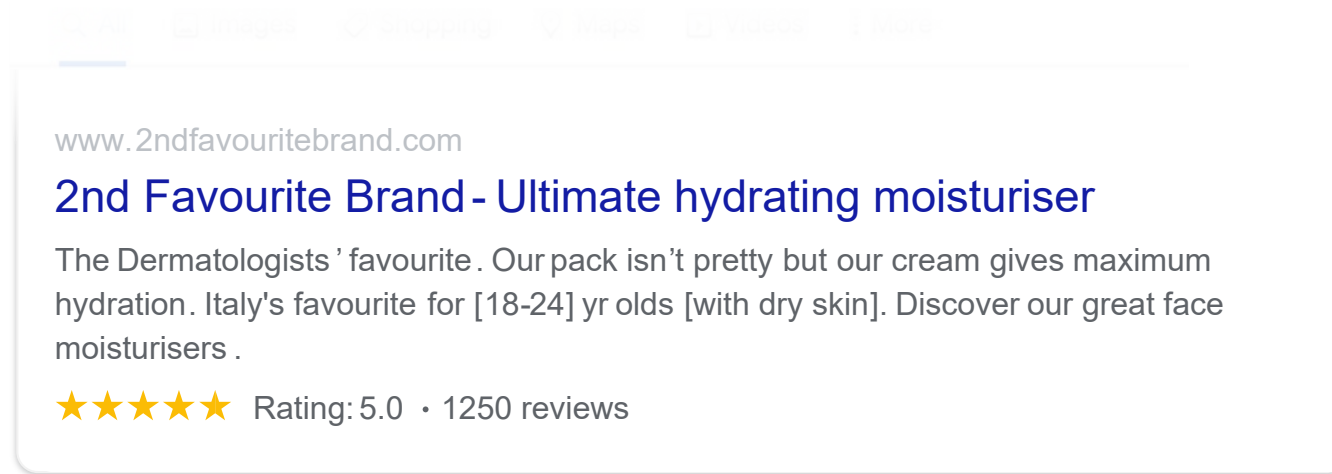


## Power of free

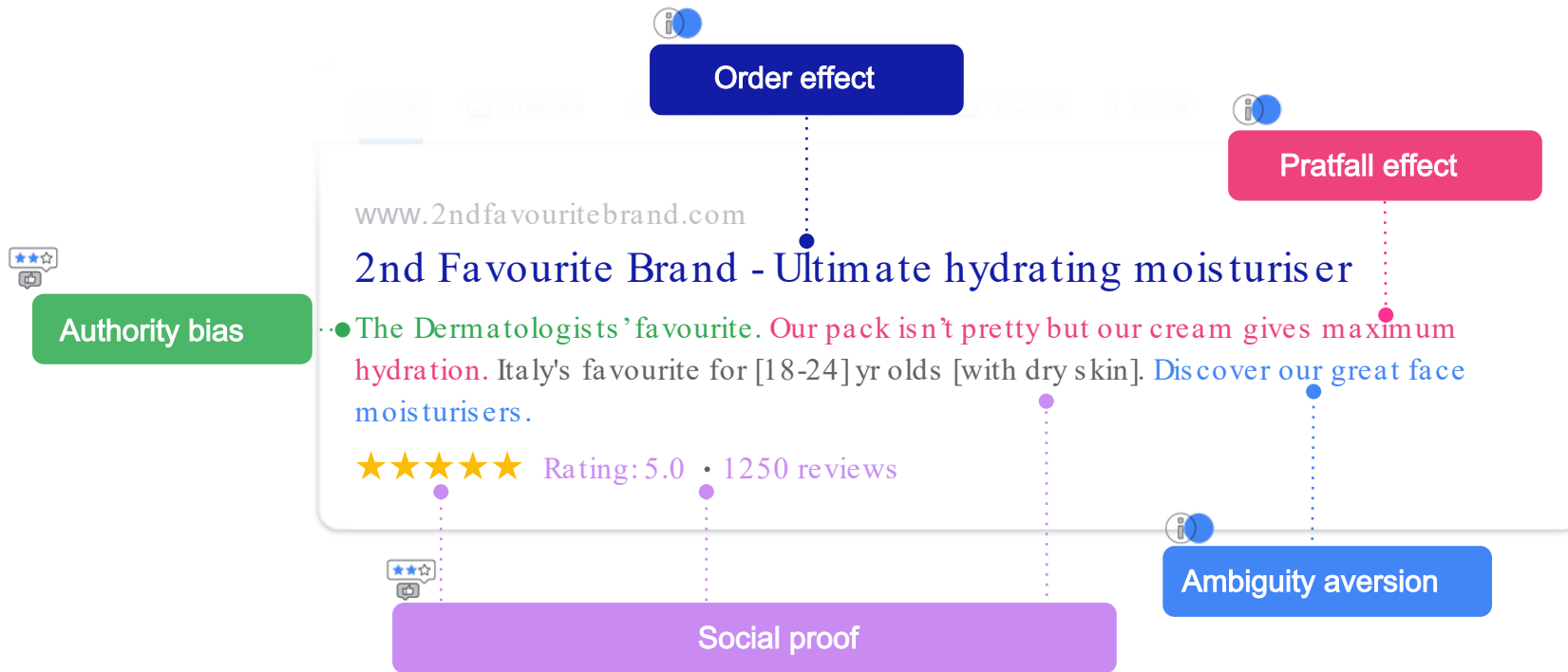
A free gift with a purchase, even if unrelated, can be a powerful motivator.



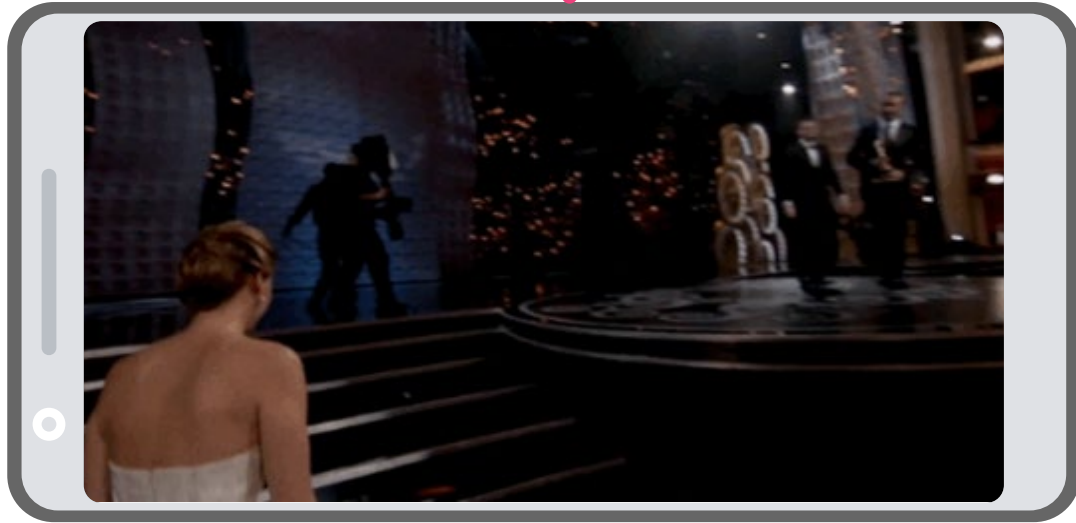
# Building search copy using behavioural science biases



# Building search copy using behavioural science biases



## Pratfall Effect



Pratfall Effect

Affect &  
Sympathy Bias





# Building search copy using behavioural science biases

Order effect

Pratfall effect

Ambiguity aversion

Authority bias

www.2ndfavouritebrand.com

## 2nd Favourite Brand - Ultimate hydrating moisturiser

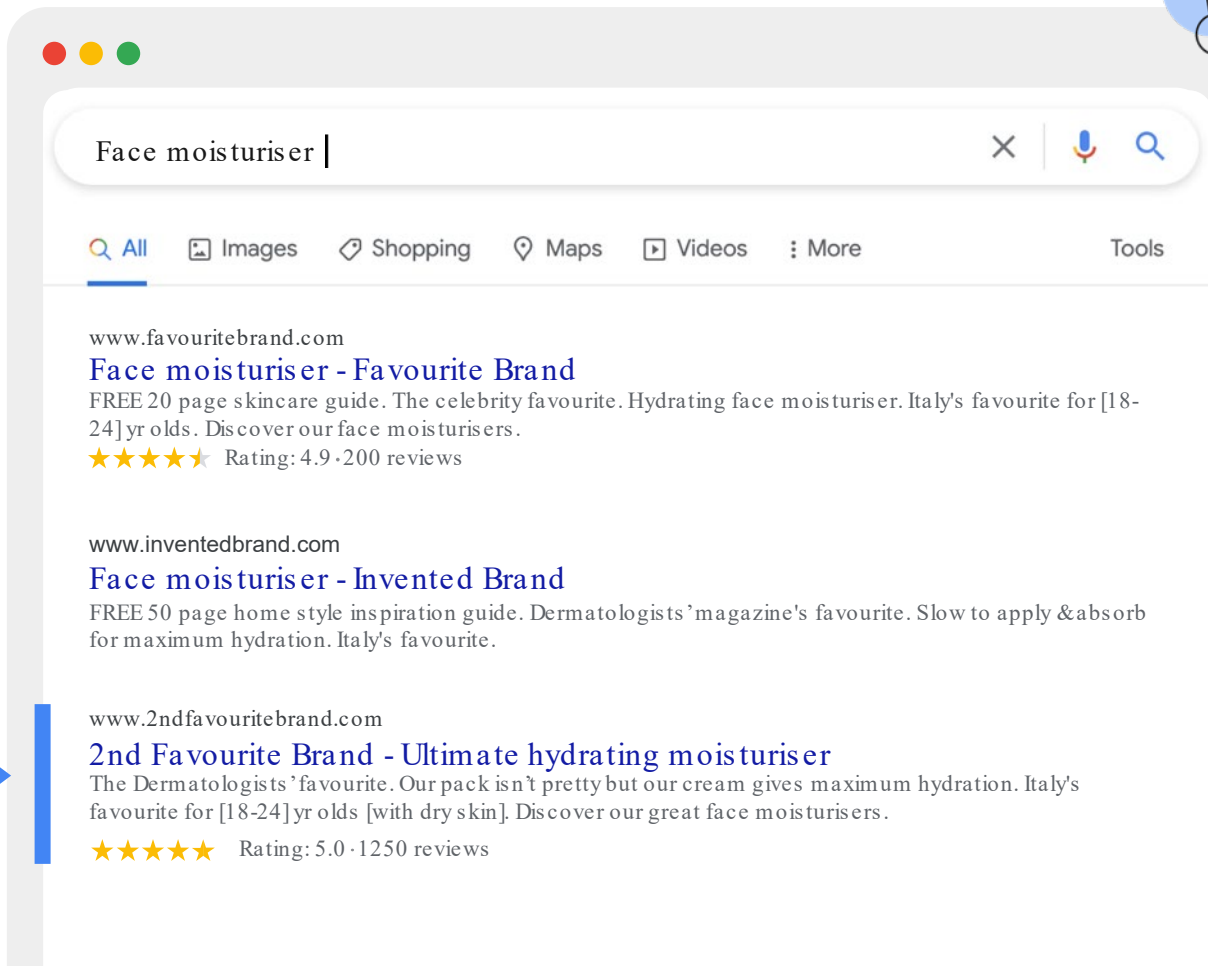
● The Dermatologists' favourite. Our pack isn't pretty but our cream gives maximum hydration. Italy's favourite for [18-24] yr olds [with dry skin]. Discover our great face moisturisers.

★★★★★ Rating: 5.0 • 1250 reviews

Social proof



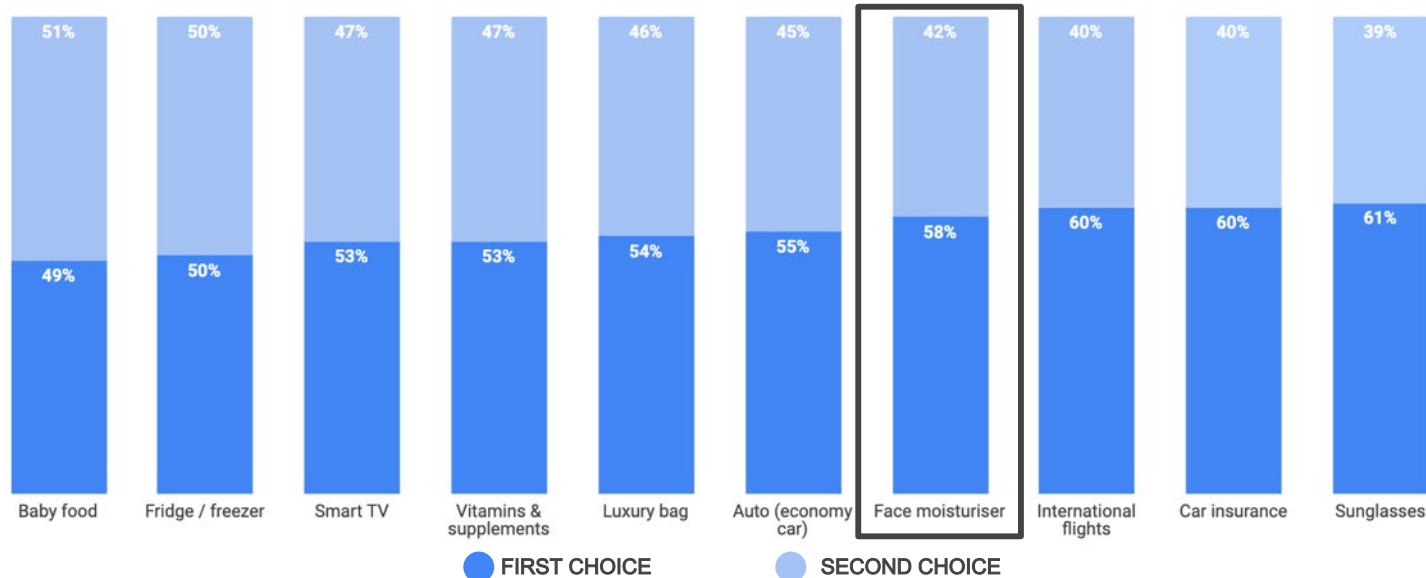
Presence of  
second - favourite  
brand in  
third place, with  
**supercharged copy**



\*Search ad copy on slide represents one example of many conjoint outputs tested within the SERP lab test

# New discoveries made in the messy middle often determine the outcome

FIRST CHOICE BRAND (ranked first) versus SECOND CHOICE BRAND (ranked third)



Source: Google commissioned Italy research conducted by The Behavioural Architects and Savanta. Based on 80,000 conjoint Search simulations. (10 categories x 1,000 in-market shoppers x 8 simulations each). Chart shows simulation results for second-choice brand vs. first-choice brand only, invented brand results excluded.



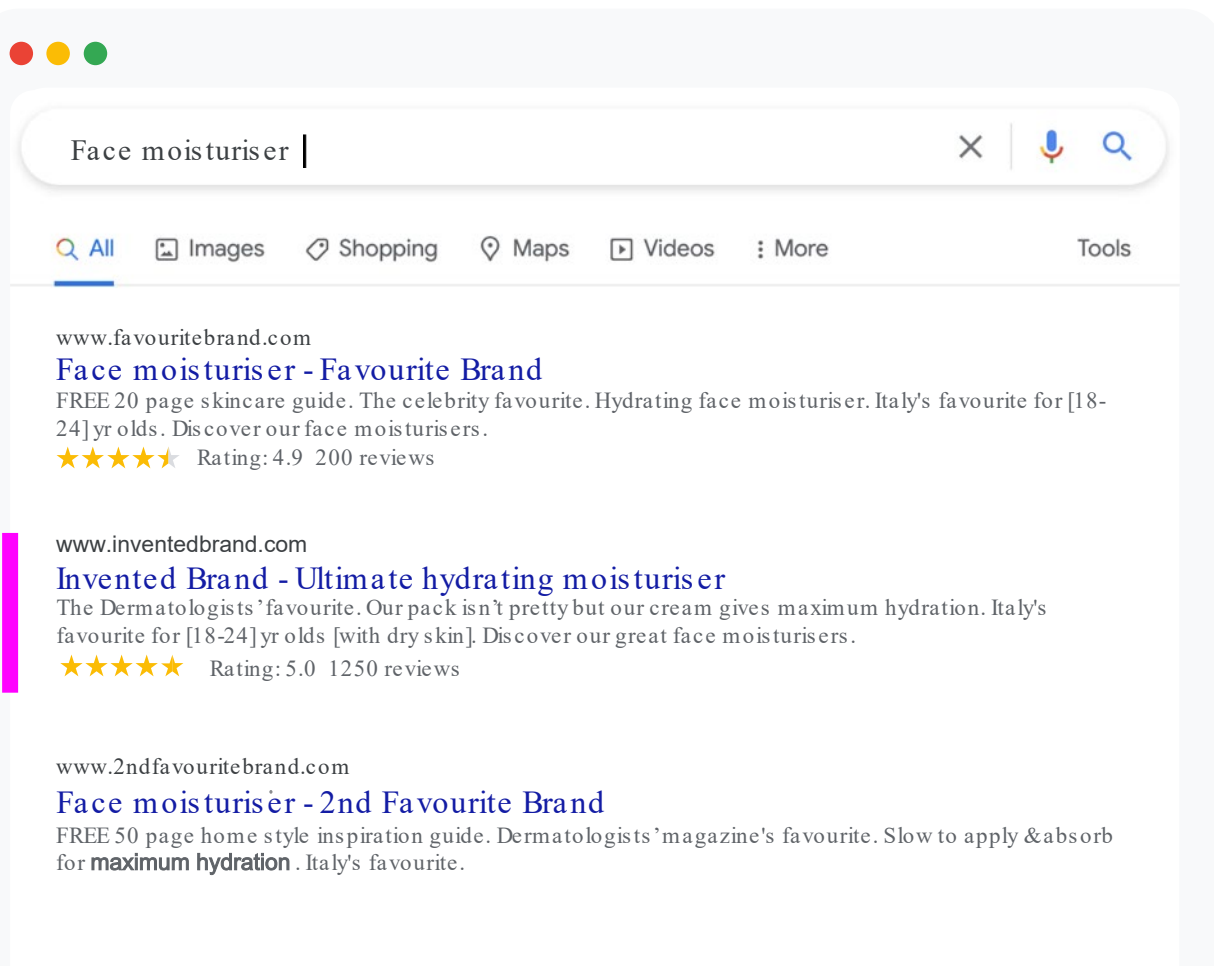
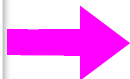
Fake Brand

•REVIVE•



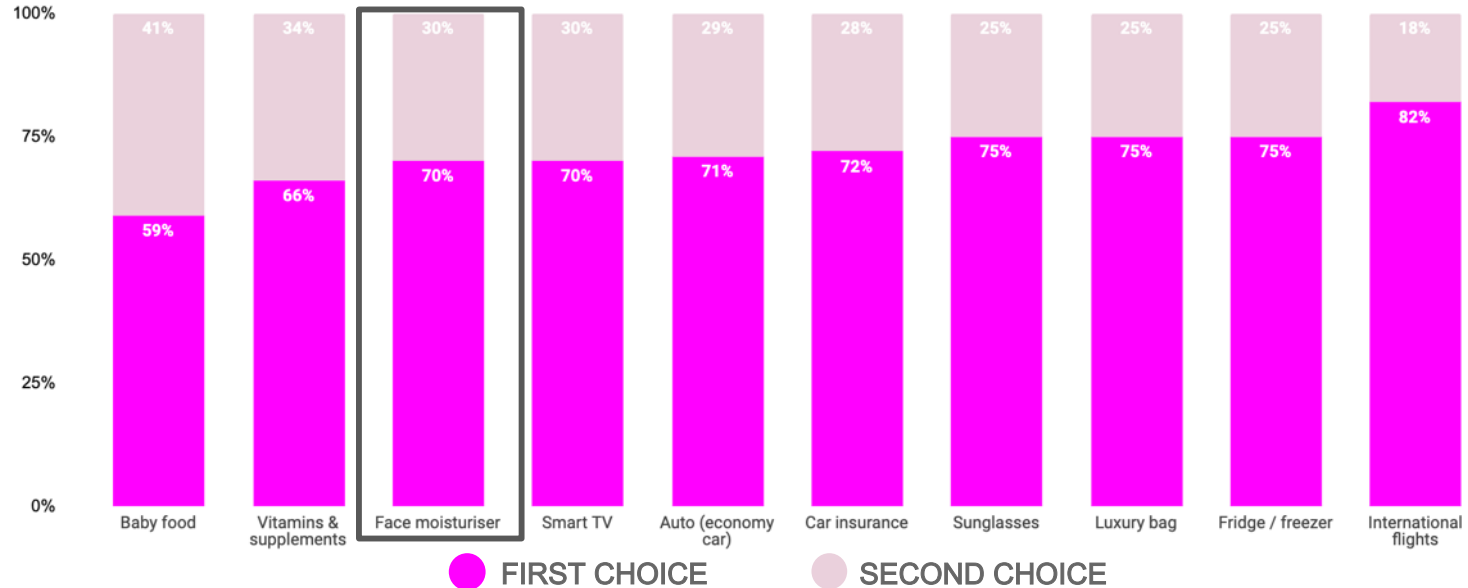


Invented brand in  
second place, with  
**supercharged copy**



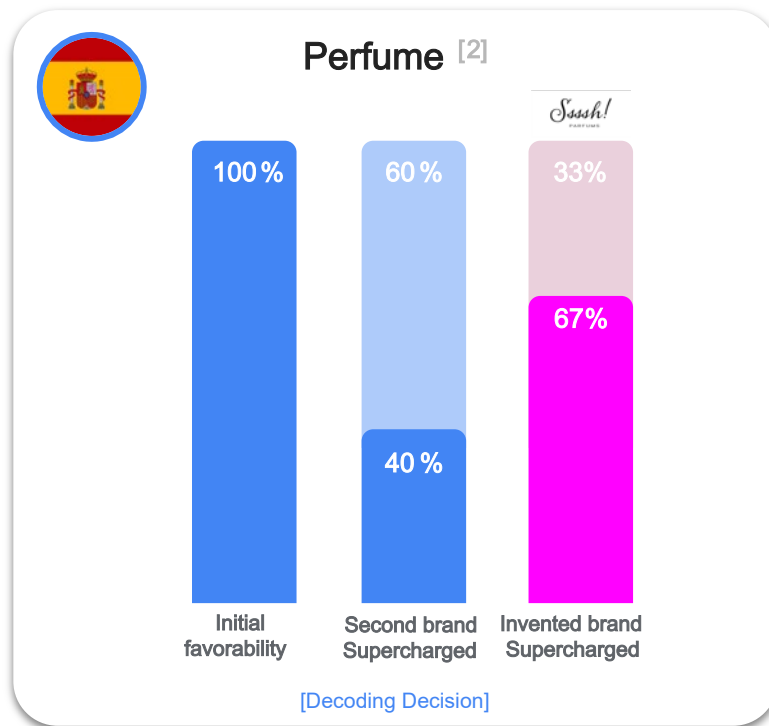
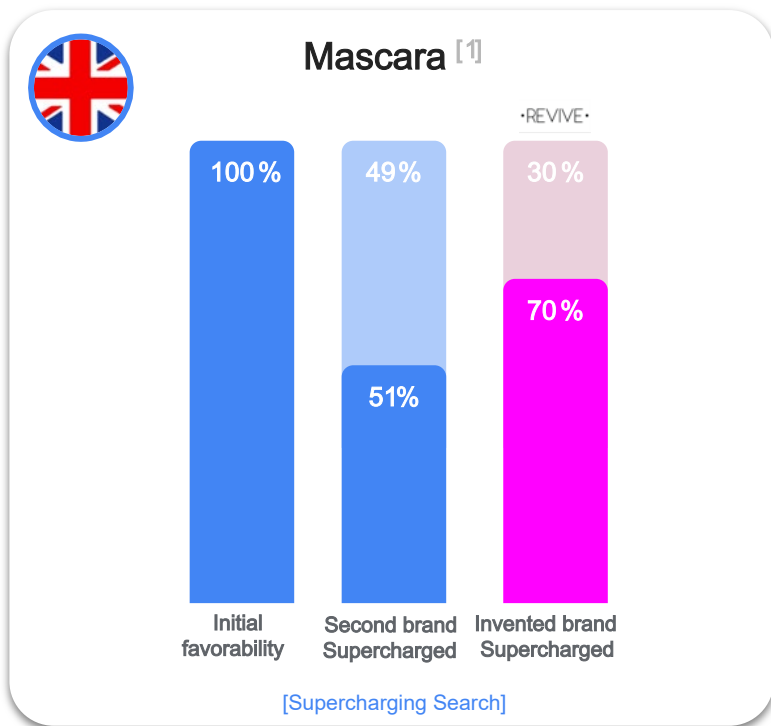
# Even a brand you've never heard of can disrupt brand preferences in the messy middle

First choice brand (ranked first) versus supercharged invented brand (ranked second)



Source: Google commissioned Italy research conducted by The Behavioural Architects and Savanta. Based on 80,000 conjoint Search simulations. (10 categories x 1,000 in-market shoppers x 8 simulations each). Chart shows simulation results for invented brand vs. first -choice brand only, second -choice brand results excluded.

# And the same happens across countries and products



[1] Source: Supercharging search UK - Google commissioned UK research conducted by The Behavioural Architects. Based on 96,000 conjoint Search simulations. (12categories x 1,000 in-market shoppers, 8 simulations each).  
[2] Source: Decoding Decision ES - Google/The Behavioural Architects, "Untangling the Messy Middle", Mar 2021, Spain, n=1,000 per category ages 18-65

## 3 key findings from the research

1

### Be there

Use the capabilities of  
AI, Dynamic Search Ads,  
and ad extensions

2

### Be creative

Know one knows your  
brand like you do —  
creativity is your  
greatest competitive  
advantage

3

### Get testing

Leverage your  
knowledge and creative  
brilliance to test, learn  
and scale





Scannerizza  
il Qr Code  
e scarica  
il Booklet



Think with Google

A flat-lay photograph featuring various natural skincare ingredients and products. In the center is an open glass jar filled with a thick, white cream, with its white lid placed nearby. To the right is a clear glass dropper bottle with a gold-colored band and a white rubber bulb. In the bottom left, a small wooden bowl is filled with white, flake-like salts. A piece of rough, brown bark is positioned horizontally across the middle. The background is a light gray surface, decorated with small, dried white flowers and green eucalyptus leaves. The text "Google Grazie" is overlaid on the left side in a white, sans-serif font.

Google  
Grazie