

Case Study: Beauty



Mission

To spark meaningful innovation and uncover need gaps, a Fortune 500 global beauty brand sought a deeper understanding of women of color and their beauty codes.

Approach

Lightbeam designed and conducted a multi-phase innovation program using a specialized consumer micro cultural mining research approach together with facilitation sessions to better understand current and emerging need states, define the meaning of inclusivity, and how best to leverage learning to drive product development roadmaps.

Results

Findings were utilized to better inform skincare and makeup innovation, product development, and marketing for women of color.

Lightbeam Communications is an evidence-based strategic consultancy specializing in uncovering hidden truths using microcultural analysis and research methodologies that bring consumers to life.