

**Implantation of DECIEM - The Ordinary
in São Paulo, Brazil**

International Marketing

Term Project

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1.0 Introduction

DECIEM was founded in 2012 by Brandon Truaxe, an Iranian-Canadian computer scientist turned cosmetics entrepreneur. DECIEM is an umbrella company to several names, including The Ordinary. Their tagline is "The Abnormal Beauty Company." Its goal was to be very transparent about its ingredients and production costs since Truaxe believed the beauty industry was a "scam," in his own words.

The Ordinary itself was launched in 2016 and quickly rose to a wildly popular household name with its acid exfoliants, face oils and retinols, usually retailing for prices around \$10. The names and explanations were plain and simple, depicting the actual scientific composition rather than playing with words and beauty double-speak. A great example is the Vitamin C serum that a more traditional beauty brand would probably describe as "skin-brightening serum" or something of sorts; The Ordinary's name for it is literally "Ascorbyl Tetraisoalmitate Solution 20% in Vitamin F." Very straightforward.

The Ordinary opened doors for the skincare curious by stating plainly the composition of its products. After Kim Kardashian spoke about the brand, it had a significant market boom, with even Estée Lauder Companies buying a minority stake. They launched in Sephora six months after.

Truaxe, though, started acting erratically around 2018, and Estée Lauder managed to get stakeholders to push him out of the company while putting ex co-CEO Nicola Kilner on the CEO position. All this drama and turmoil involved Truaxe, his erratic use of the company's social media, lawsuits from Estée Lauder, alcohol and drug abuse, firing and rehiring of staff, and so much more, could have effectively destroyed the company. However, even then, it thrived against all the odds.



Starting with only two employees, DECIEM grew to a point where it has over 50 stores and 1000 staff globally.

São Paulo is a municipality in the Southeast region of Brazil and is the most densely populated city of Brazil, considered a megacity. Its metropolitan region sprawls over 1,521 km² with a population of over 12 million and it is the largest Portuguese-speaking city in the world.

It is a global business centre and a very large trade centre of South America, hosting the B3 Stock Exchange and several South American headquarters of major international brands. It is, then, port of entry for several brands into the Brazilian and the rest of Latin/South American market, with the largest GDP in the Southern Hemisphere, several billionaires and millionaires residing on the city and consuming luxury goods.

1.1 Macro Environment

São Paulo is the largest and most populated city in Brazil, boasts a large cultural and social life in the city, enriched by the amount of migration that occurs not only from outside of the country to the city, but also from several regions and cities throughout Brazil to São Paulo as well. Its metropolitan area involves 38 municipalities, not counting São Paulo itself. These are also extremely important due to having large companies' headquarters, such as Volkswagen and Ford, and adding a great amount of population to the overall count.



1.1.1 Demographics

The estimative of 2018 is that the city of São Paulo alone, without its metropolitan region which greatly impacts the city, is of 12,176,866 people. It is the Brazilian capital that most grew in the 20th century and being the country's most populated city since the 1960s, when it outpopulated Rio de Janeiro. It is also the most multicultural city in Brazil and one of the most diverse in the world.

Since 1870, over 2,3 million immigrants have arrived in the city, from everywhere in the world. As of today, it has the largest groups of people of Italian, Portuguese, Japanese, Spanish, Lebanese, and Arabian descent, also having the largest population from the Northeastern region apart from the Northeast itself. São Paulo has more Italian descendants than any Italian city, has over three million people of Portuguese origins (nearly a third of the Portuguese population), and the largest Japanese community in the world out of Japan. The second part of the 20th century also saw a great rise in Armenian immigrants, who made the production and retail of shoes one of their greatest activities, holding that title to this day.

According to 2010 census, the self-declared ethnicities of the city's population were 60.63% white, 37% black, 2.22% Yellow (Asian), and 0.12% Indigenous. 52.65% of the population is female, and 47.35% male, being 99.1% in urban areas and 0.9% in rural areas of the municipality.

The HDI of the city is fairly high, at (0.805), but it varies greatly throughout regions of the city. The central districts generally present HDIs of 0.8 and over, diminishing as they go further from the center, getting to 0.7 on the city limits. This repeats itself in most of the metropolitan area too, with a few regions being richer such as the ABC Region (Santo André, São Bernardo, and São Caetano do Sul), with São Caetano do Sul being top HDI in the country, at 0.862 and not having these differences throughout districts, or poorer, such as Francisco Morato, the most densely populated municipality of the Northern region of the Greater São Paulo, but the

smallest in area, which has a 0.703 HDI. The Gini index of the Greater São Paulo area is of 0.62.

1.1.2 Economics

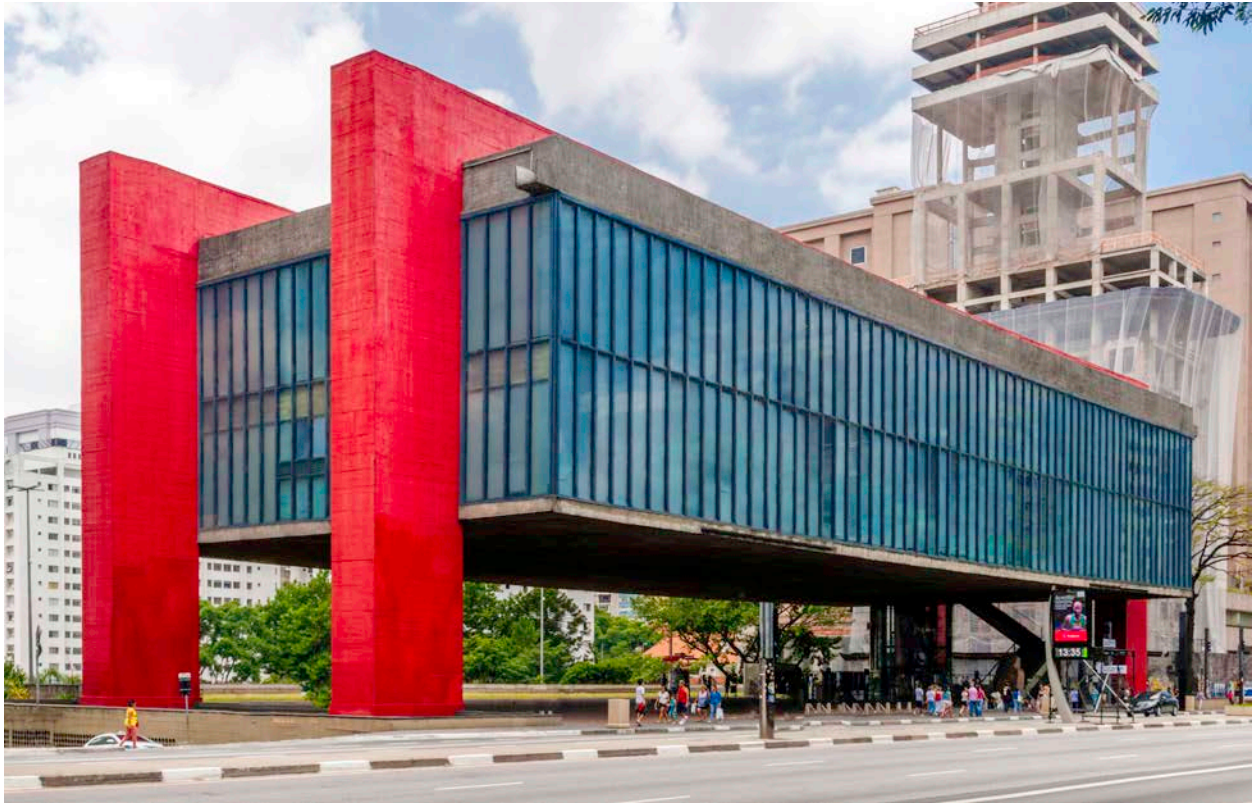
São Paulo is today one of the two largest metropolitan areas of the Southern Hemisphere, with roughly 22 million people, only behind Jakarta. São Paulo is the largest South American financial and business pole, hosting B3 Stock Exchange and countless company headquarters. The Greater São Paulo area is still heavily industrialized and the city of São Paulo is LATAMs largest business pole.

The city boasts the largest GDP of all cities in Brazil and the 10th largest in the world. If São Paulo was a country, the city of São Paulo would be the 36th largest economy of the world, surpassing nations such as Portugal, Finland, and even Hong Kong. The Greater São Paulo area has a GDP of 613 *billion* Reais (145 billion Canadian Dollars). The city is considered by *Forbes* the sixth city in the world in numbers of billionaires.

Its main revenue comes from services, being hospitality one of the leading industries. Avenida Paulista houses banks, multinationals, and consulates, also being one of the main tourist and cultural points of the center of the city. Due to its very rich cultural movement, it's considered also a very large "global city."

Today, most brands and new products that arrive in Brazil arrive through São Paulo and later expand throughout the country.

1.1.3 Cultural and Social Life



São Paulo is considered the largest cultural pole in Brazil, being the birthplace of many artistic and aesthetic movements throughout history. Though it rivals its cultural status with Rio de Janeiro, it is indeed not only the country's largest cultural market, but LATAMs.

The city was largely influenced culturally by the several immigrant groups that settled in the city and boasts theatres, concert venues, bars, and great cultural events such as the Bienal de São Paulo, Virada Cultural and São Paulo Jazz Festival. There's also a large amount of learning institutions, museums, and art galleries. It hosts the largest public university in the country (USP), and the largest concert venue in the country, Credicard Hall. The most famous museums are MASP, Ipiranga Museum, Sacred Art Museum, Portuguese Language Museum, the Pinacotheca of São Paulo, between other largely prestigious institutions.

1.1.4 Climate and Pollution

Despite industries being housed further into the country rather than being in the center of the city, most headquarter offices are in São Paulo itself, usually close to Avenida Paulista, causing the influx of cars to be absurd and the pollution levels being extremely high, even having air quality meters throughout the city. This also contributes to very bad traffic, further increasing gases thrown into the atmosphere, due to so much time stuck in traffic jams.

São Paulo's climate is in the humid subtropical area, with dry winters and rainy summers. Despite its climate area, due to its altitude, São Paulo's climate also experiences temperate climate conditions, such as precipitation being mostly rain with occasional hail, and large thunderstorms and wind shear.

During summer the average temperatures reach a maximum of 28.2°C and a minimum of 19.3°C, with over 16 days of rain and a relative humidity of 77.2%. During winter, on the other hand, the average temperatures are maximum 22.4°C, minimum 12.3°C, with 4 days of rain on average and a relative humidity of 69.4%. These changes in humidity greatly affect how the pollution affects the population – during summer, the air quality plummets due to the particles of water grasping onto pollution, and the high temperatures with many cars exhaling hot air, many paved streets and avenues, and scorching sun make it extremely hot in the middle of the day and make acid rain pour in the afternoon. But during winter, the low temperatures compress the atmosphere, throwing all the pollution to the lower part which consists of cold air (cold air descends, hot air ascends), also affecting greatly the amounts of pollutants that people breathe, along with dry air which dehydrates the skin.

There is also a great deal of hydric pollution on the greater portion of two important rivers which flow through the city: Tietê and Pinheiros, which not only affect the quality of the water that large part of the city drinks, but can also be harmful to skin and hair, weakening the quality of both as much as hard water.

1.2 Micro Environment

1.2.1 Consumers

Brazil has most of its population between 15–54 years, which house four generational cohorts: Generation Z and late Y being 16.6% of the entire population, and Early Y, Generation X, and Baby Boomers being 43.4% of the total population. 68% of the Brazilian population owns a smartphone and 70% being online. To illustrate: there are more online consumers in Brazil – 55,1 million – than the entire population of Spain. Despite 70% of the country's population over 15 having bank accounts, there are about 48 million unbanked Brazilians, who move 204 billion USD per year in the country.

Brick and mortar is still highly enjoyed, since many Brazilians go to the mall to relax and stroll, but due to its commodity, online shopping is also a large channel – 60% of the Brazilian population has made or received digital payments, and a large number of Fintechs and banking solutions have been developed in the past year to embrace the part of the population that is unbanked. There are many online alternative methods, such as voucher payments or online debit, with some apps even creating paying alternatives that only need an app and QR codes, such as PicPay, which isn't a bank in itself but is now a widely used paying method in the country with no need of a bank account, debit, or credit cards.

1.2.2 Competitors

Brazil isn't a shy place for retailers to expand and consumers warmly greet foreign brands which have a certain *hype* into the country. Several brands seen in North America are also in Brazil, such as Victoria's Secret, Forever 21, and GAP, which are brands that aren't even perceived as expensive in North America, but are seen as so in Brazil. Being local generally means low-quality products, whereas imported products are perceived as higher quality and

praised. Today, The Ordinary products are sold for almost three times their original value in the country, since the brand hasn't expanded there and consumers rely on small importers, who nearly dictate the price, to get their hands on the product.

1.3 Target Market

The Ordinary is targeting females, aged 25–54, of all ethnicities, around the southern part of the city center in São Paulo that comprises the Faria Lima Avenue (Pinheiros, Itaim Bibi, Vila Olímpia, Jardim Paulistano). They carry a College or University degree at least, with most carrying a Masters or a *lato sensu* specialization. They work at senior positions in the financial market or startups around the Faria Lima region itself, considered the Brazilian “Wall Street”. They belong to Brazilian's Lower and Upper High Class (B and A), with over or equivalent of R\$8,641/month as a household income, being married or single, with or without children.

They live close to work, at the same region, and either share a small apartment with their partner or live alone in a studio apartment in an apartment complex with lots of amenities since space inside the apartment is very limited. They also like to be close to large shopping malls or shopping districts, restaurants, social hot spots and coffee shops.

They live mostly for their work and are very dedicated to it, resulting in most friends coming from the workplace, and having many social hours such as happy hours, lunches, and dinners with their work friends. They also save money to travel abroad or to the paradisiacal beaches of the Northeastern region at least once a year, so travel is a very large part of their life.

They are very conscious of their appearance and take very good care of their hair, nails, skin, and appearance, spending at least 1h/week in a beauty salon. They don't mind splurging a bit in nicer clothes, and have a large professional wardrobe as well as a personal one. Along with the time in the beauty salon making treatments, they dedicate at least 4h/week into physical activities and take it as both an obligation and a hobby, using the time in the gym to

unwind. Though they don't practice any organized sports, they enjoy yoga, pilates, CrossFit and spinning.

Their shopping habits are usually taken as “retail therapy”. They shop to enjoy themselves and splurge on shoes, bags, beauty products, and makeup.

1.4 Cultural Collage



2.0 Brief History

São Paulo's history occurs in parallel with Brazil's history itself. The city is 467 years old, and in its first three centuries, it was not a very expressive city in any sense at all, be it political or economic. It has, though, been a protagonist in moments of social ruptures in the country. Jesuits founded the city to evangelize Indigenous people who lived around the Tietê River, such as the Tupiniquins, Guaranis, Guianas, and others. Those Indigenous names survive to this day: Tietê, Ipiranga, Tamanduateí, Anhangabaú, Piratininga, Itaquaquacetuba, Cotia, Itapevi, Barueri, Embu-Guaçu, etc. Its first name was São Paulo dos Campos de Piratininga and was marked by a Jesuit college, Colégio de São Paulo de Piratininga, which included Manuel da Nóbrega and the Spanish priest José de Anchieta. São Paulo developed as a poor and isolated village for over two centuries, surviving through natives' labour of subsistence crops.

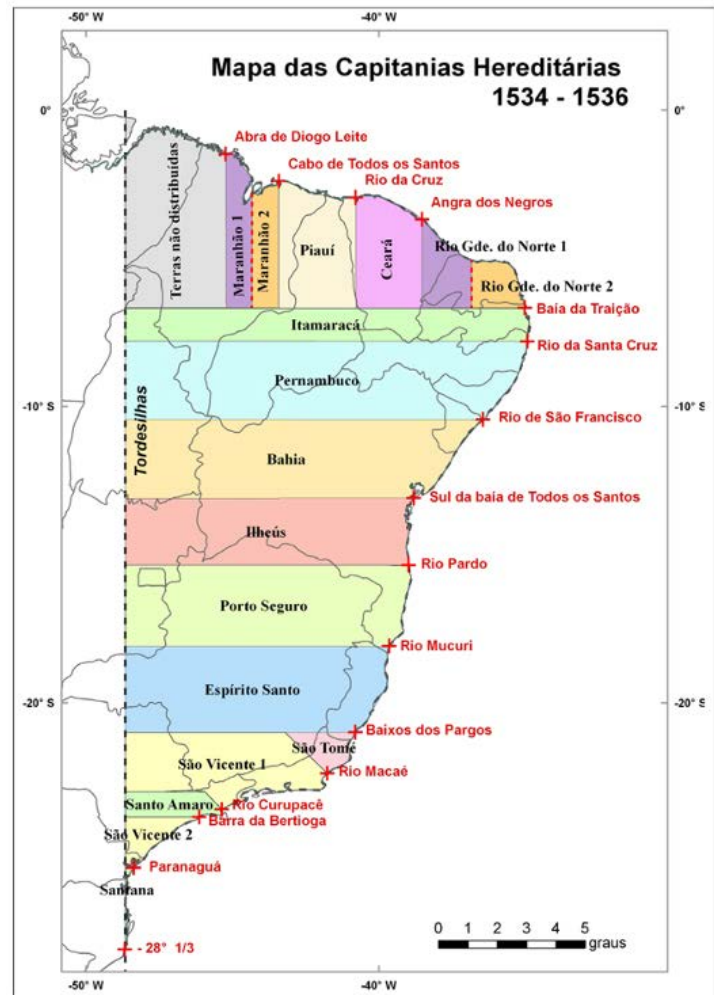


Figura 10 – Proposta do novo mapa das capitanias hereditárias. Desenho do autor.

On March 1681, the donee of the Captaincy of São Vicente (State of São Paulo's region early name, depicted to the right, with its late region in yellow over today's state borders), moved the capital to the village of São Paulo (St. Paul), designating it the Head of Captaincy.

For much time, it was the only village in Brazil's interior, and it was one of the poorest regions of the Portuguese colony. What changed this was the discovery of gold in what is now Minas Gerais (literal translation: General *Mines*). São Paulo became a point between São Vicente and Santos, on the coast, and the interior of Minas Gerais, for travellers to rest. The town became a center for the *Bandeirantes* ("flag-bearers"), explorers who went into the country to search for gold, diamonds, and precious stones. With the Bandeirantes stopping to rest, they eventually began to build their settlements in the city, making trade grow in the local markets, labour being needed for food and accommodation for explorers, and this elevating the village to city status in 1711 after the Bandeirantes gained political power and forced the Jesuits out of the city.

When the gold ran out in the late 18th century, the market shifted to growing sugar cane. The crop quickly spread throughout the Captaincy, being exported from the Port of Santos, resulting in the first modern highway being built in the colony, between São Paulo and Santos, on the coast.

After its independence from Portugal, Emperor Pedro I named São Paulo an Imperial City. After that, a law school that is now part of USP (Universidade de São Paulo) was founded. USP is nowadays the most prestigious institution of the country and Latin America. The influx of teachers and students created a growth boom again, turning the city into one of the significant points of the Empire.

Coffee was the final crop that significantly impacted the city's growth: it became the region's chief export crop and brought great revenue. Its impact was such that there became a need to build a railroad to connect the state capital, which received the coffee from other smaller cities far inward in the country to Santos, the city where the port was located. In the late 19th century, railroads that connected the cities inward to São Paulo were also built. Coffee was the economic powerhouse that created major economic and population growth in the province.

Following the Golden Law, which abolished slavery in Brazil, the government injected stimulus towards the increase of immigration. This brought a substantial amount of Italians, Japanese, and Portuguese peasants who searched for a better life, who settled in the capital.

Today, the largest Japanese settling out of Japan is still in Brazil, and the two countries have very tight diplomatic and economic ties. Even by the time Brazil became a Republic in 1889, coffee exports were still a considerable part of the state's economy. It also grew politically, taking turns with the also rich state of Minas Gerais, to elect presidents that would cater to their interests – a dynamic that still occurs today. This was known as the "coffee and milk" alliance since Minas Gerais was known for its dairy farms, and São Paulo, of course, its coffee. During this period, São Paulo went from a regional center to an actual national metropolis, gaining its first million inhabitants and becoming industrialized right in the 1920s.



The industrialization that followed brought many companies to the city, and São Paulo became known for its smoky and foggy air, which is a negative fame held until today, with the city also having many occurrences of acid rain. Industrialization also brought a very vibrant cultural scene, with modernist and naturalist tendencies since the beginning of the 20th century. The Modern Art Week of 1922 was an event marked by avant-garde ideas and works of art of affluent artists such as Anita Malfatti, Tarsila do Amaral, Lasar Segall, and others. In 1929, São Paulo built its first skyscraper, the Martinelli Building.

2.1 Facts and Curiosities

- São Paulo is a huge consumer of pizza: in fact, it is the second pizza that most eats pizza in the world, only behind New York. São Paulo eats over 700 pizzas per minute, totalling over 1 million pizzas made per day.
- The city has a very large vegetarian population and has a rich variety of vegan/vegetarian restaurants not seen in the rest of the country.
- São Paulo has a huge pet lover population, and differently from most of North American cities, there are no limits of how many pets you can have at home, resulting in often wealthy households having four or five dogs at a time. This causes the pet market to be huge, with lots of pet shops, cosmetics, pampering, and pet-friendly malls.
- The multicultural population is significant, with São Paulo having Liberdade as their main Asian hub like a "Japantown", their Little Italy (Mooca), Higienópolis (Jewish), and Zona Cerealista (Arab). They often host foreigners, both as immigrants and as visitors for large companies headquartered in the city, moving great deals of culturally-specific items, especially foods.
- São Paulo, as well as home to multimillionaires and billionaires – as many as 1310 multimillionaires reside in the city – is the world capital of helicopters, with over 410 helipads in the city due to its intense traffic.
- It's the fifth city with the most museums in the world, hosting a significant cultural heritage, with 110 museums with different contents, expositions and installations.
- Despite having very hectic traffic and a massive amount of cars, São Paulo's metro system is ranked between the 10th best in the world. Being the only one in Latin America listed, it counts with a 77km-wide network, 6 lines and 66 stations. It transports over 896 million people per year.
- The city is also a very large luxury shopping hub, with people travelling from all over Brazil and even other countries in Latin America to shop luxury goods. It counts with a whopping

53 shopping centres, with 6 of them being dedicated to high-end fashion and luxury brands. Rua Oscar Freire is São Paulo's equivalent to Rodeo Drive. The city also counts with several celebrated restaurants, 118 Michelin-star rated.

- São Paulo counts with the 4th best nightlife in the world according to National Geographic (World's Best Nightlife Cities, 2015), with over 30 thousand bars and 20 thousand restaurants.
- The city also counts with the 4th best airport in the world (GRU airport) according to Skytrax (2015).

2.1.1 Customs and Cultural Practices

- Brazilians are generally very warm and their body communication often involves touch; hugs, handshakes, kisses on the cheek are very common. Men greet with handshakes, whilst men and women or just women greet each other with a kiss or two on the cheek; São Paulo uses **one**, while Rio uses two. Touch isn't something Brazilians are put off by.
- Both lunchtime and dinner time are extremely important for Brazilians, being the moments of the day in which people relax between work periods and/or meet their family to talk about their day. Happy hours are fairly common, often with beer and finger food before people go home to have dinner. Dinner is served later in the evening. São Paulo has several restaurants that serve "prato feito", the standard lunch dish: rice, beans, some protein and often some salad.
- Foreigners may be put off by the little distance by people when they talk, often finding it a cultural shock when personal space is not the same as in other countries. Brazilians are not uncomfortable when in close proximity to other people, though it varies between regions. São Paulo has a bigger personal space threshold than Rio, for example.

- Being a warm country, Brazilians often dresses with less clothing than most countries, but still dress with flair and judge on appearance. The population is often considered vain and cares a lot about how they portray themselves to the world.

2.1.2 Significant Holidays

- Jan 1st - New Year's Day
- April 21st – Tiradentes – Anniversary of a national martyr (Tiradentes) who led the *Inconfidência Mineira*, a revolutionary attempt to gain independence in 1789
- Carnival - Dates vary as driven by Easter Sunday (40 days before)
- Easter Sunday and Good Friday – Dates vary, every second Sunday of April
- May 1st – Labour Day
- September 7th – Independence Day (based on the declaration of independence from Portugal in 1822)
- October 12th – Day of Nossa Senhora Aparecida, Patron Saint of Brazil. Also Children's Day.
- November 2nd – Day of the Dead
- November 15th – Republic Proclamation Day – (remembers the end of the Empire and the commencement of the Brazilian Republic 1889)
- December 25th – Christmas Day

2.1.3 Values and Beliefs

- Brazil is predominantly a Roman Catholic country with around 65% of the population being affiliated to the religion. It is very common to be baptized even if not practicing the religion. There is also a very large proportion of Evangelicals.

- Catholicism's beliefs and practices tend to vary throughout the country, particularly in rural areas and smaller cities where the Saints of the Church are honoured with a vow of pilgrimage.
- When the Portuguese colonized Brazil, they brought with them the religion which met with the religious traditions of the indigenous population and those of the African slaves, thus giving way to syncretic practices in some areas. There is Indigenous folklore, despite not very much practiced, and religions of African origin, but they can be discriminated.
- Symbolic of Brazil's religious affiliation is the colossal statue of Christ the Redeemer that stands on the summit of Mount Corcovado in Rio de Janeiro. It is, though, a secular state. Still, many of the values and beliefs system of
- Despite being very blended and with a large population of African descent, systemic racism is still very present in the country. the country is based upon religious values, something that activists drive to change.
- It is interesting to note that whilst a pretty religious country, in larger cities people tend to be very outspoken about activism. São Paulo hosts the largest LGBTQIA+ parade in the world, the feminist movement is considered strong, and anti-racist movements such as Black Lives Matter are very much active in the country.

3.0 SWOT Analysis

Strengths	Weaknesses
<ul style="list-style-type: none"> • Increased business growth • Very open market • Culture that accepts imported goods as better than local • Keeping up to the competition • Being able to charge as luxury products having a rather cheap product 	<ul style="list-style-type: none"> • Budget of possibly opening new store and setting headquarter in new country • Becoming familiar with Brazilian climate variations and different needs for each region • Language barrier • Public's suspicion of "chemical" names
Opportunities	Threats
<ul style="list-style-type: none"> • Partner up with brands such as Sephora to take the brand to the country without having to set up a new HQ and no cost of opening new store • Very diverse market with much disposable income willing to spend • Market with high profitability due to increased importance of physical appearance 	<ul style="list-style-type: none"> • Exchange rate fluctuations • Recession in the country and deepening social disparity • Local competition beginning to grow as people begin to turn local due to the high value of the dollar

3.1 Location Analysis

Iguatemi is the busiest chain of malls in São Paulo and tends to have similar stores in every one of the malls. For this specific market entry, DECIEM will be choosing Shopping Iguatemi in Avenida Brigadeiro Faria Lima, the most traditional mall in São Paulo. It is a location with very good foot traffic coming from both workers from the Faria Lima financial/startup district and families who live close by in the Jardins and Pinheiros neighbourhood, one of the richest in São Paulo. It is central enough that people who live in other regions of the city can reach by transit or car (mostly car, since most wealthy families have two or more cars per household, but some exceptions happen with single-person households, who rely significantly on bikes, transit, and shared scooters/bikes). It receives workers for lunchtime, couples for dinner in the mall's restaurants, and families who are simply looking to distract themselves by mall walking and window shopping.

3.2 Type of Store

The new retail of DECIEM will be a free-standing store to get its full range of products, from the cheaper **The Ordinary**, medium-range **Hylamide** to the high-end **NIOD**. The sectors aren't highly differentiated between them in stores, making the environment very consumer-friendly and easy to roam in.

Due to a considerable traffic of people, the store will average about 30m² for its storefront and have its displays on walls, not in the open space inside the store, as most stores of the chain do. The back-end of store should have 20m² due to high rotation of product and small size but considerable volume of merchandise. The room does not need refrigeration or any special type of stock room, only a safe for cash due to safety concerns.

Since the product has a relatively high turnover and short expiry dates due to Brazilian sanitation agency ANVISA for cosmetics, stock should be replenished every 3 – 4 days, in the morning hours before the mall opens as to not have boxes lying around in the storefront, considering there is no internal pathways from the docks to the stores.

4.0 Media Promotion

Brazil is the world's fourth largest internet/social media market, with a user base of over 139 million people, despite its relatively low placing penetration. However, penetration has been growing steadily at +5% a year since 2015. Broadband adoption has nearly tripled in the last ten years and the adoption of technology is fairly quick by masses and especially fast in the wealthier layers of the Brazilian society, often changing phones every year.

Over 122 million people in Brazil are active on social media, accounting for 87.7% of all internet users in the country. Facebook is the most used network, which overtook Orkut around 2011. The user base of Brazilian Facebook is only overtaken by India and the United States. Also, Twitter has almost 18 million users, accounting for the sixth largest user base for the

platform. Brazilians spend an average of 3h45min on social media daily since 2017 and this number has grown from the beginning of quarantine, to more people spending time home and working from home as well. YouTube is a highly popular platform as well, with some YouTubers in Brazil grossing as high as US\$900k per month, depending on views. There are several career YouTubers that have earned millions of Reais with the platform such as Felipe Neto and Whindersson Nunes gaining stardom status with millions of followers.

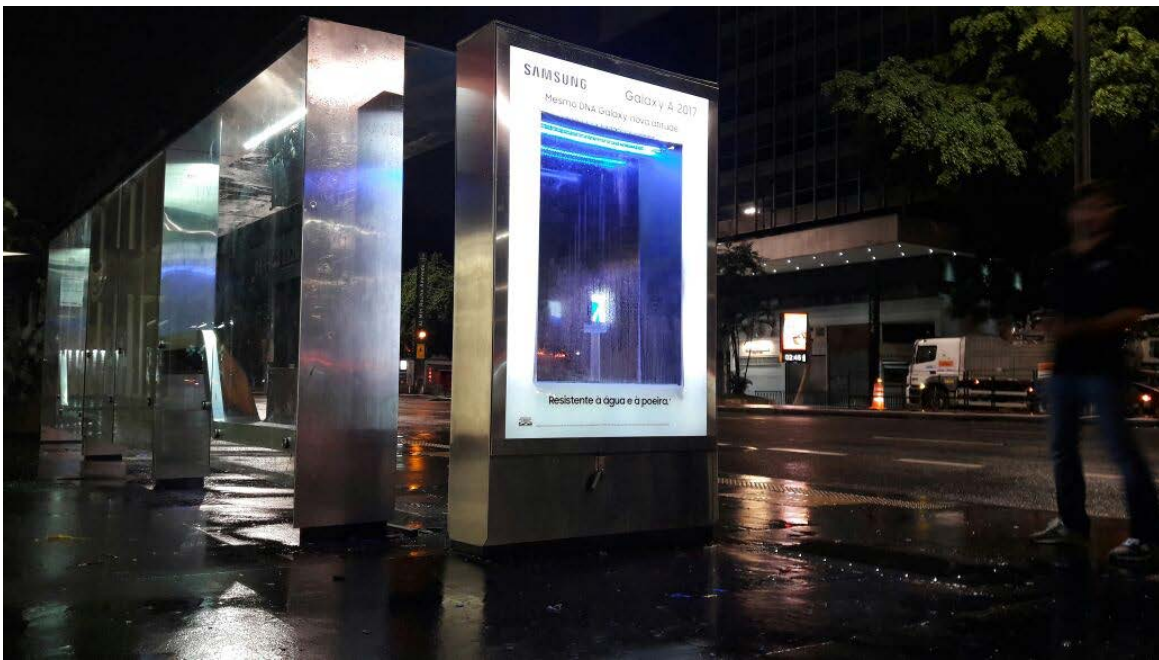
Blogging is another very highly popular platform that nowadays walks hand in hand with Instagram in the country: Brazil has the second largest blog readership in the world and it is still kept alive through these bloggers migrating to Instagram and funnelling their public through the platform by linkin.bio and other websites which link Instagram posts to blog posts. Instagram definitely is a runner-up to Facebook in user base and has been growing steadily since its acquisition by Facebook, but still lags behind the latter due to the older population's tardiness in adopting it.

LinkedIn has a considerable following but is used solely for business purposes, not being considered as an advertising-worthy network at all.

4.1 Platforms

For DECIEM, considering the product as premium in the Brazilian market, the two most indicated platforms would be **Facebook** and **Instagram**. Partnering with influencers on Instagram and also having them describe the product on their own blogging platforms would be ideal, since Instagram influencers' opinions and recommendations are highly esteemed among the younger public who works in startups.

OOH advertising on bus stops around wealthy neighbourhoods Vila Olímpia, Consolação (pictured below), Itaim Bibi, Pinheiros, Moema, Vila Madalena, Morumbi, and Jardins are also highly coveted, since younger workers who use transit or shared transport systems frequently go past these ads.

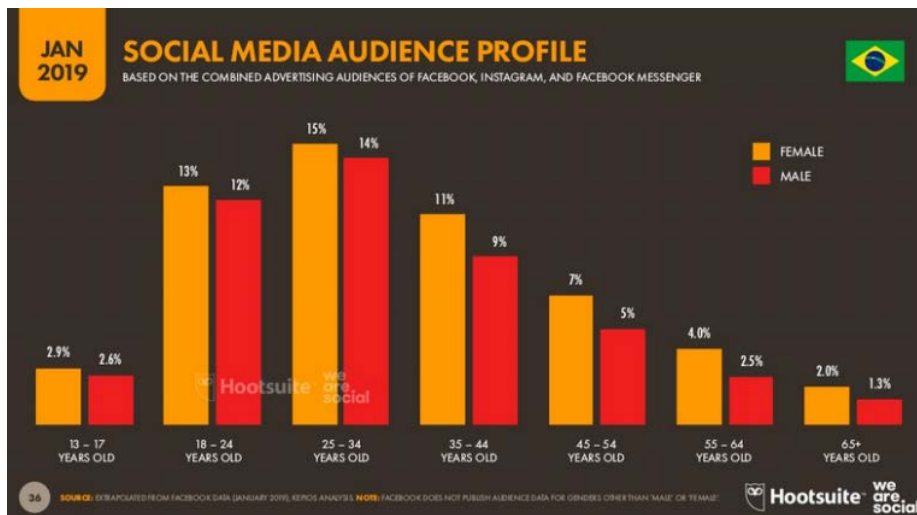


Urban furniture in Av. Paulista, Consolação. Samsung ad with armoured water clock. These installations are fairly common in wealthier neighbourhoods, as they usually have different designs and cause a stir. These ads are not as common in less wealthy neighbourhoods, not only due to lack of target public but also safety concerns.

Instagram has 69 million registered users in Brazil and is predominantly (59%) used by women. On Facebook, with 130 million users, the balance between male and female usage is

more balanced: 47% versus 53%, respectively. However, women are significantly more active in social networks. They like or follow twice as many pages as men, engage 64% more than men in ads, like 65% more posts, and share 3x more, making social media a great tool to reach the female target audience.

The largest cohort of users in social media (*already considering only female usage*) is between 25-34 years old, the main target, with 15% of users in this age group, followed by 11% between 35-44, the secondary target market.



Referring to Instagram usage, Brazil has an expressive presence on Stories, alongside Indonesia, who quickly adapted to the format. 39% of users feel more

interested towards a product after seeing it in an Instagram Stories ad – however, Instagram Stories tend to be seen as more personal, and the feed more professional. They watch Stories for the most part in order to see what their friends are doing, watch unfiltered/authentic content, and find funny content. This type of content fits perfectly for DECIEM with influencer sponsored content with swipe-ups taking to blog posts, as well as allocate some budget for Sponsored Ads.

As for the Instagram Feed, most users want to get inspired, find and discover informations, new brands or products, as well as keep themselves up-to-date about events or brands they are interested in. This type of content fits in with Sponsored Feed Ads for the brand itself and Partnership Posts with influencers.

4.2 Campaign Samples



Simples.

THE
ABNORMAL
BEAUTY
COMPANY.
DECIEM

Usando tecnologia de ponta,
a hylamida promove uma pele
brilhante com o mínimo de esforço.



Sample 1: OOH printed ad, positioned on strategic OOH urban furniture and bus stops in neighbourhoods around Shopping Iguatemi.

“Simple. Using state-of-the-art technology, Hylamide promotes glowing skin with minimum effort.”





**BELEZA
NÃO SAI
NA ÁGUA.**

DECIEM

Sample 2: Social media feed post for DECIEM Brazil's Instagram page, promoting NIOD line.

“Beauty doesn’t come off in water.”



Sample 3: Instagram Story post for DECIEM Brazil's Instagram page, promoting NIOD line, will Call to Action to website.

"Gentleness is strength."



Sample 4: Influencer Instagram Stories sponsored PR/paid post, with Call to Action to blog post.

“Today I received some products from The Ordinary and NIOD lines from @deciem and came to tell you guys more about it! Swipe up

#ad #adpost (mandatory by Brazilian advertising rules)”

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