

3rd Annual Evergreen Award for Beauty Segment

For the third year in a row, the tech-enabled insights company 4Sight has announced their *Evergreen Awards*: a series of awards that celebrate and acknowledge some of the best new product launches across 10 CPG categories.

Because much of social media has an ephemeral feel to it—here today, gone tomorrow—4Sight's *Evergreen Awards* measure success through product reviews. Consumer reviews last for years and help inform purchase decisions long after the review has been written, while also helping marketers understand changes in the consumer experience over time. In other words, reviews are **evergreen**.

The Methodology

The award criteria are twofold:

- First, 4Sight identified the **star rating** for new 2020 launches in each category. Star rating is a top measure of the brand's performance that accounts for the complete consumer experience—everything from price and value perception to packaging and product benefits, from quality and functionality to overall emotional reaction.
- The second factor is the **number of reviews**, an indicator of reach and scope of a new launch. For any new launch to be considered a contender for the *Evergreen Award*, it needs a minimum of 75 reviews.



The Methodology

By applying our proprietary Machine Learning algorithm to the data sets (consumer reviews), we take a closer look at what set the winners apart. This WISR Analysis gives insight into exactly what consumers are loving about their products, and what they're missing, unprompted and without any filter.

We analyze just the verified purchases to find the exact words that consumers use in their own analysis of the products. The result of the analysis, the drivers themselves, are individual *consumer* words used in reviews they write, and they reveal a brand's strengths and weaknesses. They also help prioritize the actions to take to improve or maintain the consumer experience.

The Category: Cosmetics

2020 was a year of change for the Cosmetics category with consumers spending more time at home, which impacted consumption of cosmetics brands. And with mask wearing, lipstick was one category particularly impacted.

For the Cosmetics category, 4Sight looked at over 26 new launches. Notable new products in addition to our winner were: L'Oréal Matte Signature Liquid Dip Eyeliner and Physicians Formula Butter Collection X Wylie Hoang Palette. As a whole, the category's new products averaged 356 reviews and 4.2/5 star rating.



Winner: ColorStay Satin Ink (Revlon)

Revlon ColorStay Satin Ink was a consumer favorite, is a clear standout product in the Cosmetics category. Revlon is certainly a household name in the cosmetics and beauty industry. Though their ColorStay liquid lip has wowed consumers for a few years, this new iteration, Satin Ink, has been very well received and is incredibly popular, as demonstrated by the sheer volume of reviews this launch has received.

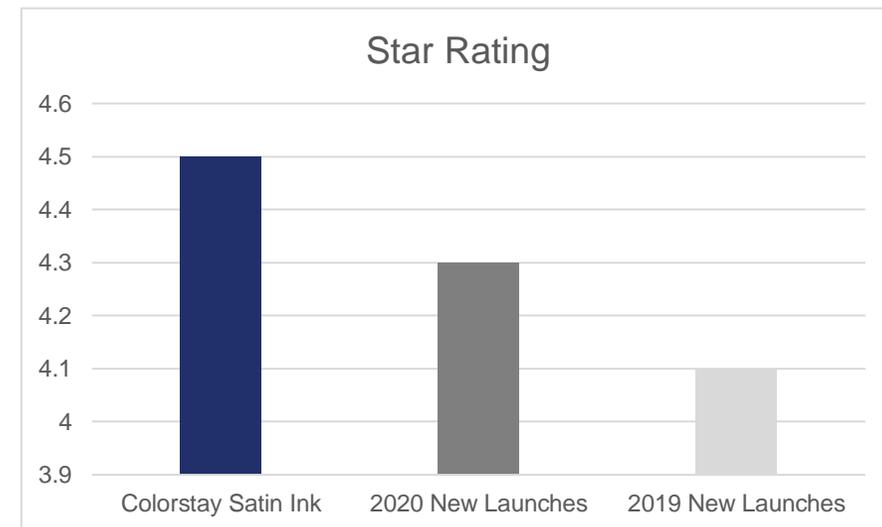
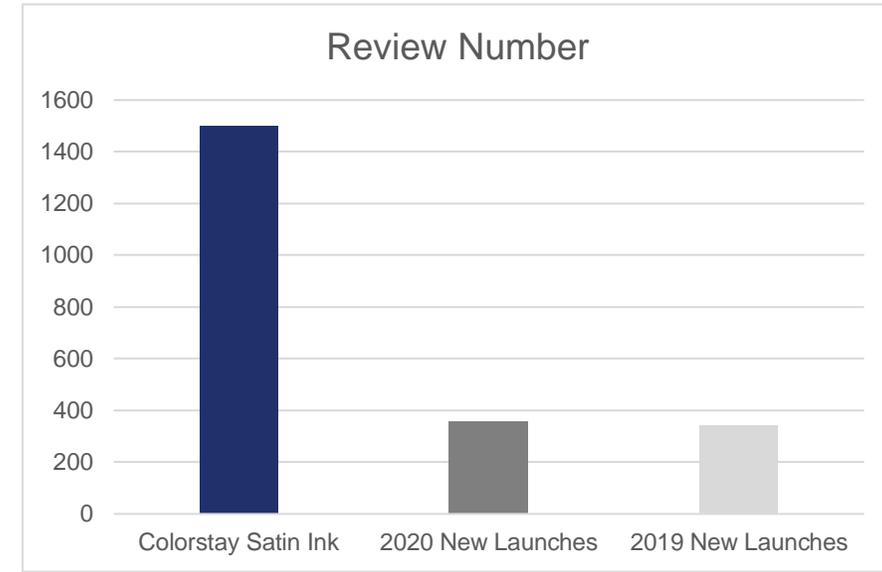
Revlon ColorStay soared above the competition in both of the *Evergreen Awards* metrics' benchmarks with a total of over **1500** reviews and a **4.5/5 star rating** in 2020, markedly higher than most other category players.



The Insights

When 4Sight dug deeper into the data and ran one core, proprietary, Machine Learning algorithm on ColorStay Satin Ink's reviews, a clear reason for why consumers rated the new brand so highly became apparent.

4Sight's Drivers analysis tells the story of what consumers—unprompted—experience, need and want from the products they purchase. The result of the analysis, the drivers themselves, are individual *consumer* words used in reviews they write, and they reveal a brand's strengths and weaknesses. They also help prioritize the actions to take to improve or maintain the consumer experience.



Key Positive Drivers (Consumer Words)	Amazing	Lasting	Comfortable
Driver Impact	1.4%	0.45%	0.27%
Prevalence of Word	4.4%	8.6%	1.2%
Star Rating (Reviews with Driver Word)	4.89/5	4.67/5	4.80/5
Impact on Star Rating (Reviews with Driver Word compared to overall star rating)	+0.32 pts.	+0.09 pts.	+0.22 pts.

The Insights

A few of the top positive drivers for Revlon ColorStay included the adjective “*amazing*,” and descriptors of the end benefit: “*lasting*,” and “*comfortable*.”

Given the sheer number of reviews ColorStay has, it’s clear consumers used these words a lot in their reviews. This is reflected by the ‘Prevalence of Word’ metric above. While both *comfortable* and *longwearing* are core promises for the lipstick, it’s a good sign that Revlon consumers are echoing back those benefits, so much so that both drivers have positive impacts even beyond the lipstick’s high star rating.



★★★★★ 5 cute and long lasting

The color is amazing. Application amazing. I love this. I typically don't buy reckon products but definitely will buy more of these.

★★★★★ 5 Great staying power

Many great thing, best is long lasting and color fast.

Bottom Line Yes, I would recommend to a friend

★★★★★ 5 Go to.

Absolutely beautiful. Stays on so well and leaves a beautiful shine. It's comparable to colorstay but with shine: so comfortable. I have tried so many lipsticks and this is a keeper. Going to get more colors!!

To bring to life this sample of quantitative data, 4Sight always takes a qualitative look at the consumer verbatims (i.e., reviews). They help provide context and center the consumer voice.



The Category: Skincare

2020 was a big year for skincare, which benefited from pampering trends spurred on by stay-at-home directives and the pandemic. For the Skincare category, 4Sight looked at nearly 25 new product launches, some with impressive review numbers into the seven hundreds.

Outside of the baby care category, skincare had the highest number of reviews per product across all the Evergreen categories analyzed. Overall the category had an average review rating of 4.31/5 with 532 reviews on average. Notable products included The Inky List Oat Cleansing Balm and Neutrogena-Stubborn Marks PM Treatment.



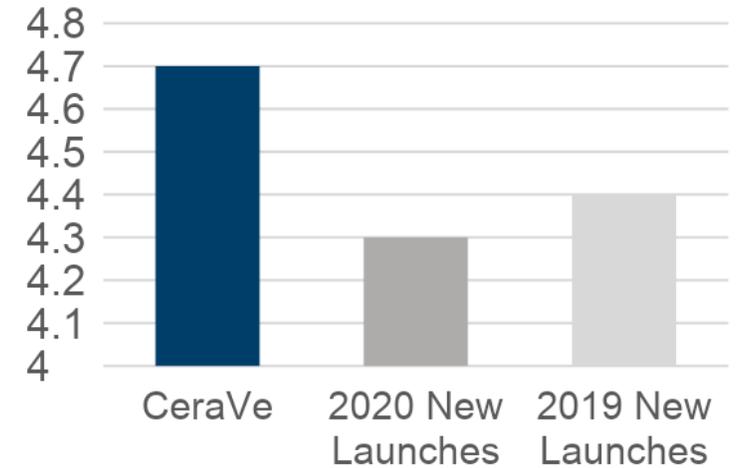
The Winner: CeraVe's Hydrating Cream to Foam Cleanser



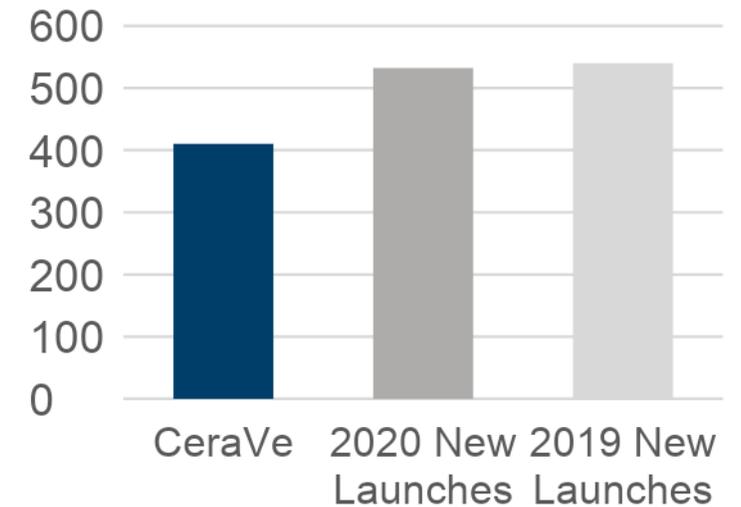
Even with this impressive competition, CeraVe's Hydrating Cream to Foam Cleanser stood out from the rest. 4Sight had already noted previously that CeraVe has seen a rise in popularity due to TikTok and YouTube Skincare influencers, and this further cements their reputation.

CeraVe's Cream to Foam Cleanser had a strong showing with **410 reviews**. Although a few new launches had higher review numbers, nothing matched CeraVe's high **star rating of 4.6/5**, a robust measure of consumer satisfaction with the launch.

2020 Star Rating



Review Number



Key Positive Drivers (Consumer Words)	Feels	Makeup	Highly
Driver Impact	10.56%	9.59%	4.62%
Prevalence of Word	17.1%	22%	7.3%
Star Rating (Reviews with Driver Word)	4.76/5	4.58/5	4.78/5
Impact on Star Rating (Reviews with Driver Word compared to overall star rating)	+0.16 pts.	+0.2 pts.	+0.18 pts.

The Insights

4Sight's WISR uses both star rating of reviews mentioning the word and prevalence of the word itself to uncover what drivers organically float to the top (and bottom) to give insight into what consumers are loving or hating.

A few of the top positive drivers for CeraVe's Foam to Cream Cleanser included terms like "feels," "make up," and "highly". *Make up* has the highest prevalence at 22%, with *Feels* not much farther behind at 17.1%. *Feels* has a strong impact on star rating, with +0.16pt. while *Highly's* is +0.18pts.

Often the drivers benefit from context of the related words within a review; 4Sight also delves into word correlations to frame these drivers and see what words are being repeated together by consumers.

Here we begin to clarify what exactly consumers are loving about CeraVe’s new cleanser: how creamy the texture *feels* (Creamy, texture); how the cleanser removes or takes off *makeup*; and how *highly* consumers recommend the product. It’s also interesting to see a word such as “odor” correlating with *Highly*. For an engagement, this would be a place to delve even further to understand whether the correlation of “highly” and “odor” indicates a positive or negative experience for the consumer. Digging as far into the data as is required to understand these nuances provides the clearest picture of consumer perception and a deeper source of insights.

WORD	WISR	CORRELATED WORD 1	CORRELATED WORD 2	CORRELATED WORD 3	CORRELATED WORD 4	CORRELATED WORD 5
FEELS	10.56%	CREAMY	TEXTURE	TWICE	BOTTLE	LOVE
MAKEUP	9.59%	TAKES	REMOVE	SKIN	REMOVES	REMOVING
HIGHLY	4.62%	RECOMMEND	ODOR	LOVE	BOTTLE	AMAZING



★★★★★ **Feels luxurious**

Reviewed in the United States on October 11, 2020

Verified Purchase

To start off, I have oily skin that gets drier in the winter. When I first used this cleanser, I felt like it "purged" my skin as I did get tiny bumps on my forehead. However, it cleared up after a few weeks. My skin feels balanced and looks glowy. I love the texture of this cleanser; it feels expensive and creamy. I do use an oil cleanser before using the cerave cleanser so I can't comment about its ability to remove foundation. Overall, I love this cleanser and it is a great deal considering how giant the bottle is. Def recommend

★★★★★ **Highly recommend**

Reviewed in the United States on August 31, 2020

Verified Purchase

Much bigger than I anticipated. I have extremely sensitive skin and this is perfect. Fragrance free, dye free and actually takes my makeup off. Some drying but much less than any other products I've used.

★★★★★ **My favorite Cerave cleanser**

Reviewed in the United States on February 1, 2021

Verified Purchase

This is much better than Cerave's Foaming cleanser. It is more gentle on the skin, yet still is able to remove some makeup/sunscreen. However, it does not remove heavy eye makeup. It only partially removes makeup. In all fairness, Cerave Foaming cleanser wasn't able to remove heavy makeup either. Most similar "gentle" type cleansers such as Cetaphil can't remove heavy eye make up. You should be using an oil cleanser or makeup wipes first, and use this as a second cleanser.

To give life to this sample of quantitative data, 4Sight always spends a considerable amount of time with the qualitative data, i.e. the consumer verbatims, as well. Centering the consumer voice allows a full understanding of context. As you can see from the reviews below, CereVe's new cleanser feels premium despite being sold in mass market, it's gentle and still removes stubborn make up and sunscreen, and it's highly recommended!



The Category: Hair Care

The Hair Care category is highly fragmented and competitive, filled with multiple new product launches each year. 4Sight looked across 21 different new haircare product launches this year. The average star rating was a 4.1, and number of reviews were 154. Category standouts included Herbal Essence bio-renew line, and Revlon Total Color Clean and Vegan Dye.

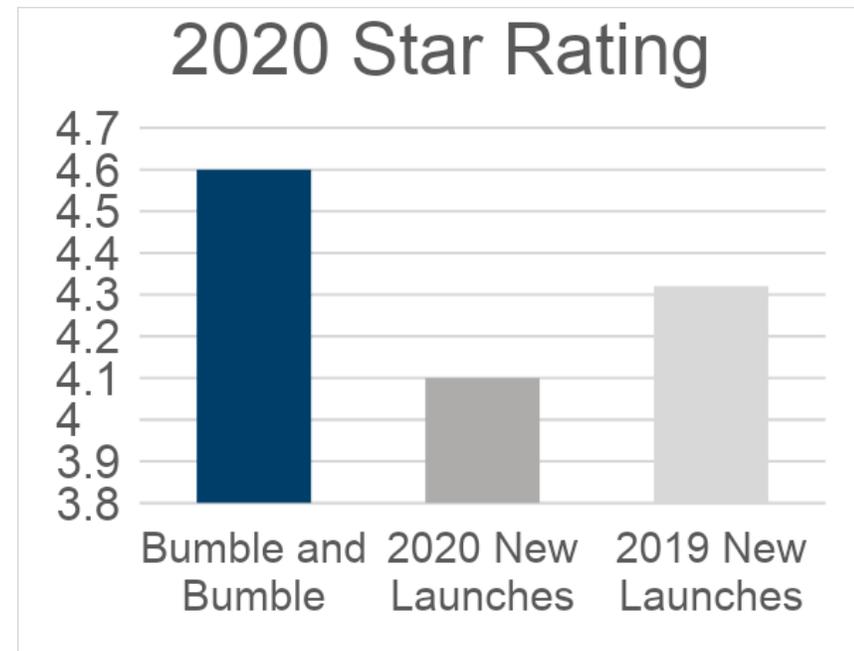
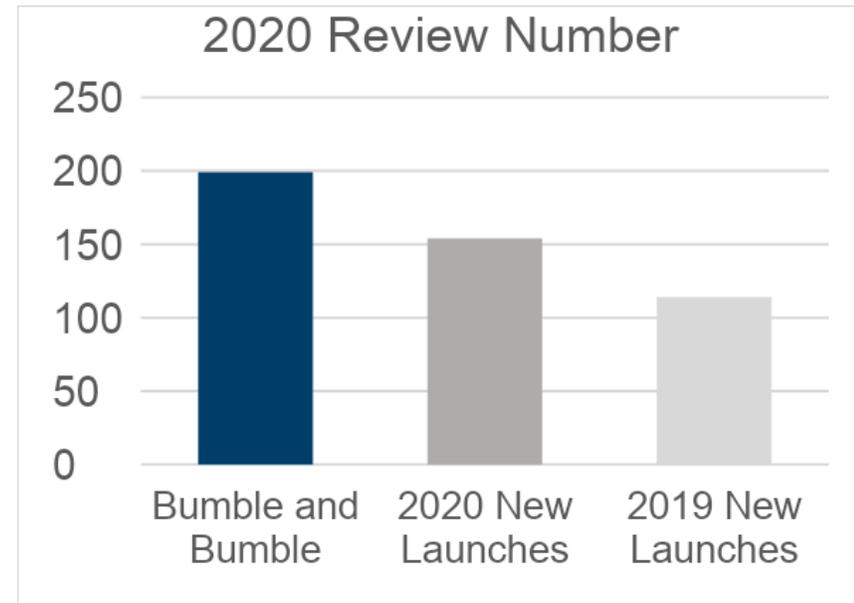
The Winner: Bumble and Bumble Bb Heat Shield Thermal Protection Mist

Despite extraordinary performance from competition, Estee Lauder's Bumble and Bumble Bb Heat Shield Thermal Protection Mist came out on top. As a firm player in the hair and beauty industry, Estee Lauder was able to combine a wide array of protection and benefits into one product, and consumers are raving.



The Insights

With its **4.63/5 star rating** and **199 reviews**, Bumble and Bumble Bb Heat Shield Thermal Protection Mist cleared both metrics measured in the Evergreen Awards.



Key Positive Drivers (Consumer Words)	Heat	Glowing	Holy grail
Driver Impact	2.01%	0.91%	1.10%
Prevalence of Word	5.5%	2.5%	3.0%

The Insights

Some of the top drivers we saw for the Bumble and Bumble Heat Shield reflected the highlighted features of the product - words like “*heat*,” for example.

Other consumer drivers, like “*glowing*,” focus more on the outcome or end benefit. Still other drivers talk about the product in comparison with competitive products, calling Bumble and Bumbles a “*holy grail*”. Consumers’ reviews always tell a story, and Bumble and Bumble’s consumers are confirming that the product delivers on its promises.



While the quantitative side is important, it is equally important to use the qualitative verbatims to create a full picture. Some of the value of mining the qualitative for the richness of consumer language: phrases like “salon fresh” are ripe for reusing for marketing. When we dove into the hundreds of reviews, this is what consumers were telling us:



November 18th 2020, 8:55 pm

This smells amazing and makes your hair look salon fresh everyday! I have thick hair and i only use one spray to avoid becoming greasy but it leaves my hair shining and **glowing** in the light! One spray is plenty!



June 7th 2020, 6:13 pm

Absolutely amazing in protecting my hair from **heat** damage, without giving it that gross tacky feeling, or hindering my ability to use **heat** on my hair to either straighten and curl - 100% worth it !



May 14th 2020, 4:40 pm

Holy Grail item here. I love a spray heat protectant because it's easy to ensure even application and this one is the best. Smells great, no weird residue or tacky feeling, lasts a long time, good price point.



As 2021 unfolds and the population gets vaccinated, we will no doubt see another year of change in the beauty industry -- commensurate with consumers starting to venture out more and eventually taking off their masks. It will be intriguing to see which of these 2021 winners continue to remain evergreen in the years ahead.



To learn more, visit: www.4sightadvantage.com