

R E M A R K

| east

Reigniting a Legend

How we transformed Tria Beauty's consumer device lineup into one of the most sought-after product suites during a challenging year.

TRIA BEAUTY CASE STUDY

This case study is co-authored by Remark and East



PROJECT SCOPE

- BRAND STRATEGY AND REPOSITION
- BRAND NARRATIVE
- MEDIA BUY STRATEGY AND MANAGEMENT
- INTEGRATED MARKETING
- PRODUCT PHOTOGRAPHY
- UX/UI AND WEB DESIGN
- PACKAGE DESIGN
- OMNICHANNEL MARKETING MANAGEMENT
- MARKET TESTING
- A/B TESTING
- GOOGLE TAG MANAGER INTEGRATION
- CAMPAIGN CREATION AND MANAGEMENT
- PRICE TESTING
- DATA ANALYSIS
- SEO

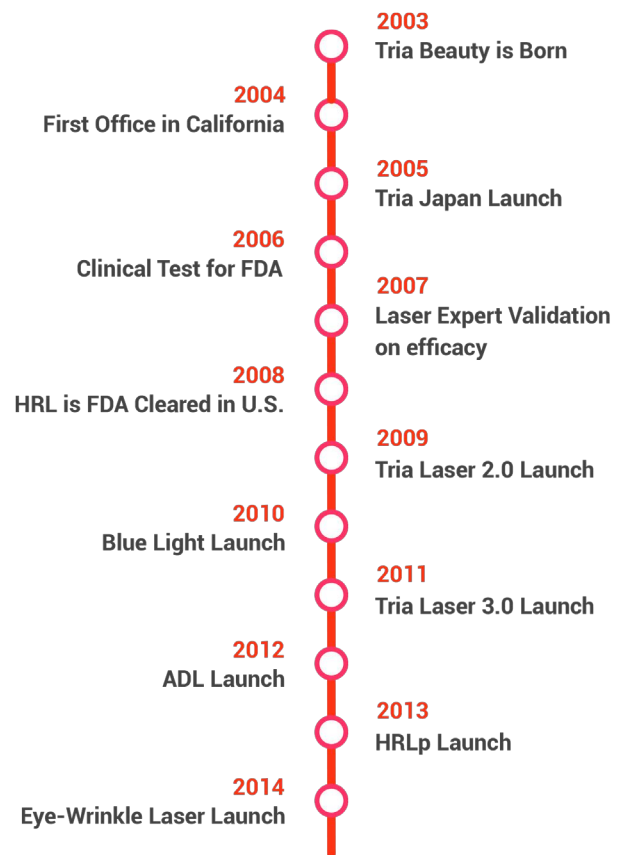


An industry leader losing competitive ground

Tria is the market leader in light-based beauty equipment. Not only did they invent the first at-home laser hair removal, but they were the first and only FDA-Cleared at-home laser hair removal device for almost a full decade. It's no stretch to say that inspired multiple generations of copycat and knock-off devices clamoring to get a seat at the big table.

Over the years, these competitors flooded the market with IPL devices, creating an increasingly saturated market landscape. Oversaturation and a few other factors - which we dive into more detail later - led the marketing efforts to stall.

P.S. IPL stands for Intense Pulse Light. Without going too heavily into the science, one major difference between IPL and Laser is power. If you're trying to destroy a hair follicle, power is your friend. Laser = Power. That's why you never saw James Bond's nemesis trying to eviscerate him with an intense pulse light. (Worst Bond movie ever!)



Shining a light on our goal

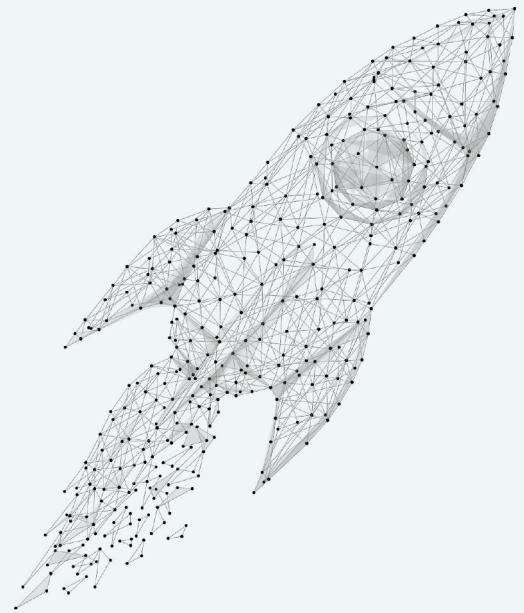
Our mission was to reignite, re-differentiate and resuscitate the marketing efforts, the brand and re-establish **market superiority**. If you think this sounds like a *mission impossible*, you're not alone—we had our doubts too. But when we looked at the history and efficacy of the product, we all agreed this was an undervalued company and we all believed there was potential for growth.

*(For the record, we at Remark never work with any company we don't believe in. We use the products, and get to know the people at the company in a process we call **Remark GPS** (Gather, Process, Strategize). If the product doesn't work, if we don't believe in the company and if we don't love the mission, we don't work with the company. It's nothing personal. We've learned through the years that we do our best work when we're personally invested.)*



THE RESULTS

TL;DR. Fair warning: You're missing out on some action-packed play-by-play marketing suspense, full of twists and turns, comedy, a love story and maybe a chance for us all to learn a little more about ourselves. But okay, you're busy. Here are just a few of the wins.



63%

YoY increase in revenue from
Triabeauty.com



17%

YoY increase in Ecommerce
Conversion Rate



118%

YoY increase in Return on Ad
Spend (**ROAS**)



394%

YoY increase in revenue through
social traffic



107%

YoY increase in revenue through
Email traffic



32%

YoY increase in Paid Search
Conversion Rates (54% higher than
organic search conversion rates in
2020)



606%

YoY increase in revenue through
Referral traffic

KEY FINDINGS

Remark GPS

(Gather, Process, Strategize)

At Remark, we believe in responsible diagnosis.

We begin every engagement studying the company from marketing to operations.

Every company is unique and requires a personal and holistic marketing prescription.

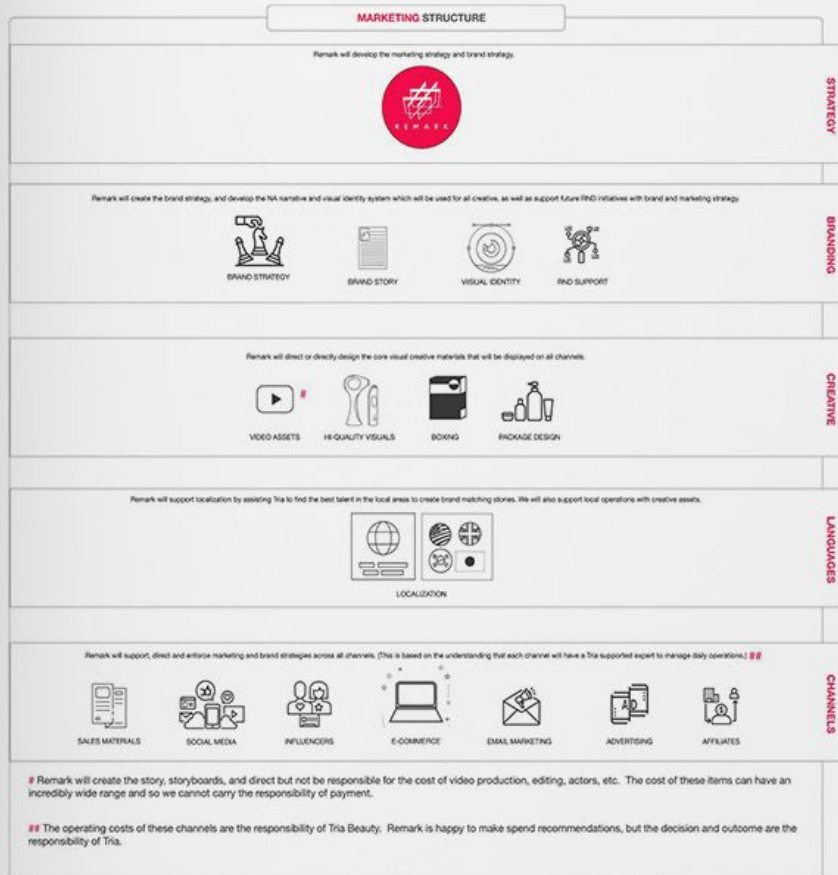
We began our GPS phase with Tria Beauty in December of 2019. The process took about 1 month and included a deep-dive analysis of the data from digital properties, one-on-one interviews, disclosures, day-in-the-life work days, analysis of marketing activities, product review and usage, and competitor analysis.

Our findings became the backbone of a 32-page strategy document for 2020, which detailed the key strategic direction, an execution schedule, interdepartmental/interpartner structural flow chart and tactics for each marketing channel. It was a beaut! You'll have to take our word on that part. (Or you can order one for yourself.)

But, we are happy to share the key findings.



The Marketing Structure



We implement this marketing structure when working with Tria Beauty. At the top is the marketing strategy. The strategy will provide direction to all channels at the bottom. For example, the e-commerce site activity will be directed by the overall strategy under the supervision of the Remark team. **Decisions related to design, social activities, advertising, ecommerce, influencer choices, affiliates, email and any other channel will be directed by Remark.**

Big Agency. B-Team. Big Problem.

We're sorry to say that we uncovered a rather familiar story when we did our due-diligence on the advertising agency they are using. (We're not naming names, but you know who you are if you're reading this.) The story goes like this:

Acme Company goes to Big Agency for help. After all, Big Agency works on Famous Brand X, so they can definitely help us. Big Agency makes big promises. Acme Company walks away elated and hopeful. Big Agency waits until they leave to hand off Acme Company to the B-Team. The A-Team, of course, is reserved for Famous Brand X.

We've seen this so many times that we stopped counting and we hate it. Let us just state for the record, that Remark only works with A-Teams.

We treat your company as if it were our own.

Tria is amazing! We're not just saying that because they're our client or because we love them. (See? We told you there was a love story.) Read their history from a third-party source. They have an inspiring story of technological innovation and customer prescience. Unfortunately, that story wasn't being conveyed with the brand position as it was. As mentioned earlier, we knew the Tria brand was seriously undervalued and under-positioned. The photos didn't do the quality and precision of the product justice. As a result, Tria was constantly having to fight with lower-quality, subpar competitors. The messaging didn't reach the hearts of their audience. And finally, the general tone and presentation was out-dated—and this is tantamount to an unforgivable sin in the beauty industry.

Running water with no stopper

Bear with us... Imagine you want to take a nice relaxing bath. You pour in the hot water and if you're like us, you add bubbles. But the water keeps going down the drain, bubbles and all. No stopper. No Bath.

Still with us? The stopper is your conversion point. If your conversion point is broken, it doesn't matter how many customers you send to your site with advertising or your social channels. You're literally pouring money down the drain. That's why at Remark, we focus on **Conversion Point Optimization™** first. We start with the stopper and work back from there so you maximize the result of your marketing effort or spend.



THE GOOD STUFF

The Work

While we are super proud of our work, we realize that not everyone gets as excited about ROAS, conversion rates, UX/UI, abandoned cart rate reductions, and AB testing as we do. However, it's worth reading some of the key efforts to get a better understanding of how we can help you. We promise to keep acronyms and industry jargon to a minimum.



1. Conversion Point Optimization

- a. Optimized Channel Mix
- b. Improved UX/UI (User Experience and User Interface)
- c. Market Research
- d. AB Testing (We'll explain this)
- e. Advertising - Testing and Optimizing

2. Connecting the Silos

- a. Improving Interdepartmental and Cross-Departmental Communication
- b. Data, Data, Data (And insights, of course)
- c. Transparency - Pricing and Reporting

3. Brand Revitalization

- a. Website Renewal
- b. High-Quality Product Photos
- c. Brsnd Narrative

1 Conversion Point Optimization

Conversion Point Optimization doesn't sound sexy, but broken conversion points are a leading cause of lost marketing investment. For months one and two, we did a deep dive website audit. Like many legacy websites, incremental changes to improve the site were made over time without reengineering the foundation. While this is a cost-effective strategy to keep up with the rapidly changing web demands, such as responsive web design, sites can become jumbled messes of disconnected content with no clear conversion path.

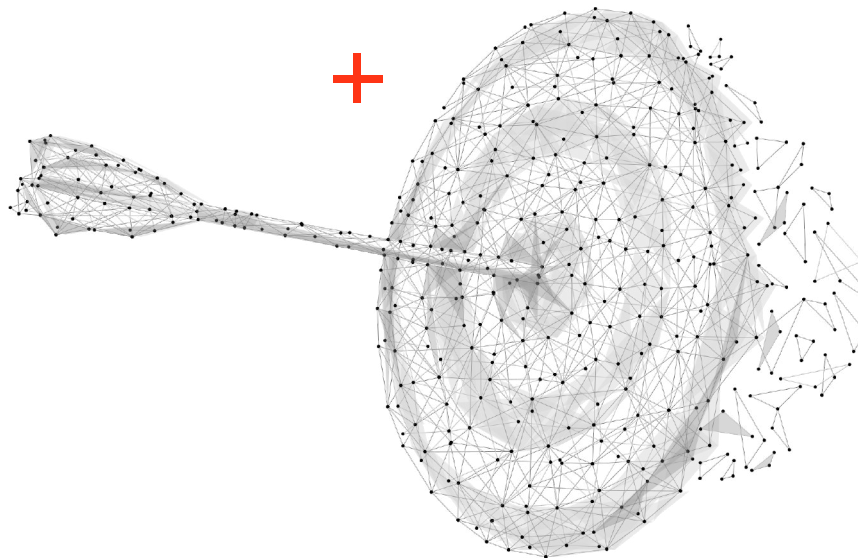
We started from zero and audited a decade's worth of content, sitemaps, language, links, instructions, navigation and even FAQs—no small feat. From there, we separated the high-value content from the low or outdated content and restructured the user interface (UI) flow to ensure a smooth buyer user experience (UX) from the first landing page all the way through to the confirmation email.

Data Rules! Learning From Tria's Customers.

We believe design shouldn't happen in a bubble. We have amazing creative senior-level talent at

Remark, but no matter how many awards the art director has won, we rely on data to guide us to insights that improve your bottom line.

With Tria, we began by reaching out to the customers - existing and new - to gather insights about what they loved about Tria and why they chose their device over a sea of competitors. Armed with this feedback, we were able to focus our efforts on what customers really cared about and which resulted in immediate improvements.



THE GOOD STUFF

But we didn't stop there. We know there's a lot a customer can tell you, but there's even more they don't either because they don't think to mention it, feel it's relevant or are unaware of its impact. That's where AB testing comes in handy. An AB test (or multivariate test) splits audiences and shows different options such as a button color to see which one is more likely to convert.

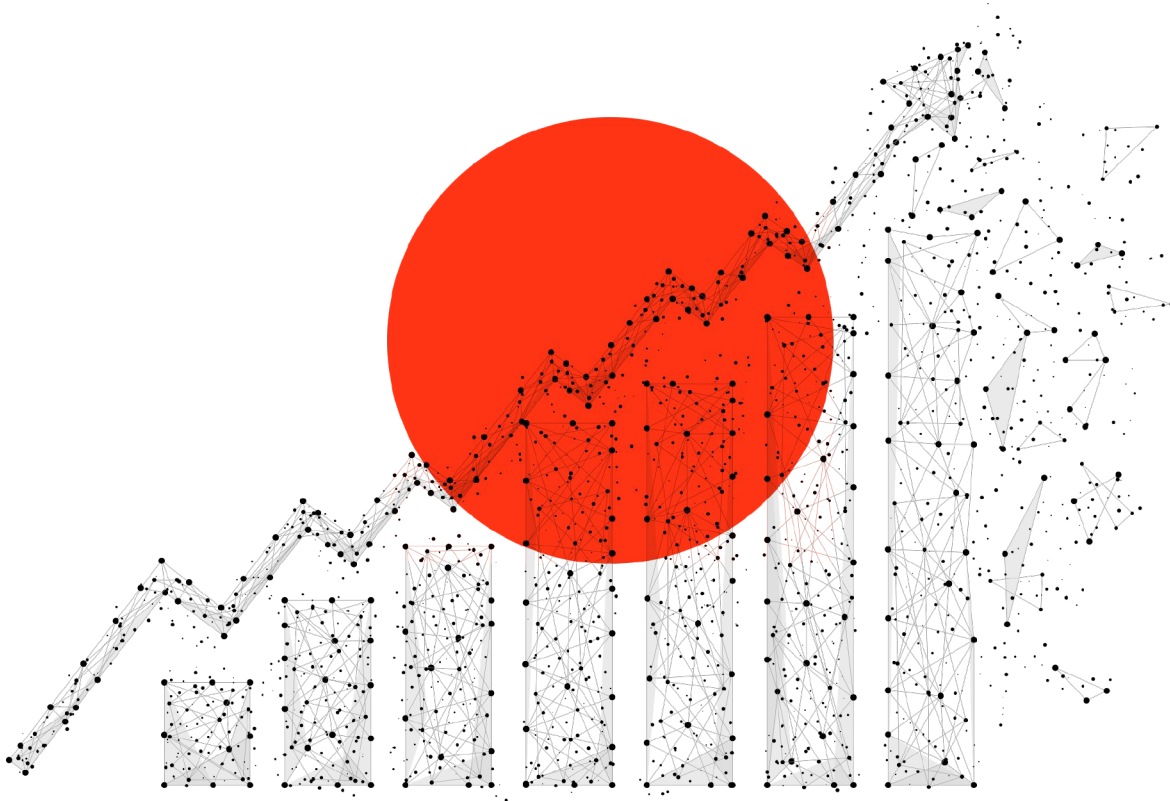
Does this really matter? **Our button color test resulted in a 13% higher click rate and a 11% increase in mobile conversions... It matters.**

This is one example of multiple tests we ran in 2020 to improve conversions. We never stop testing and optimizing.

Advertising and Optimization

Let's be honest. You're probably not Coca-Cola or Giant Pharma with unlimited budget for ads (media buy). Even if you were, we'd give you the same advice. You need to constantly be monitoring, testing, gathering insights and optimizing your media buys.

Enter ROAS. ROAS works like this: You spend \$1 to get customers to buy \$2 worth of goods. That means you have a ROAS of 2. Choose the channels right for your business, set up the ideal budget and maximize your return on ad spend (ROAS). Anything less is waste—we hate waste.



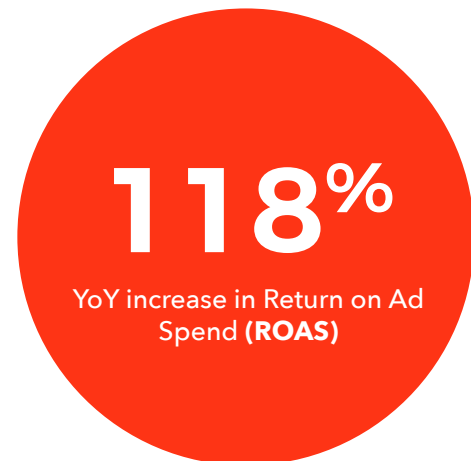
THE GOOD STUFF

Our first order of business with Tria was to improve the channel mix of media buy. We stopped running ads that weren't working and double-down on what was. We measured previous years data to optimize ad spend to those days. We ran experiments on new ideas. If all of this sounds like common sense, then you can understand how badly Tria had been burned by their previous agency which executed a "set it and forget it" strategy.

To rebuild trust, we carefully and slowly dipped our toes into the advertising waters and only increased the media budget when we proved success. **The result was an astounding 118% increase on ROAS YoY (from 1.96 to 4.27).** It pays to pay attention.

EAST systematically analysed previous years' ad campaigns and took a drastic approach by removing paid search terms that did not contribute positively to Tria's ROAS. They also added new potential search terms that showed promise. This resulted in a lean and well-structured campaign that was straightforward to analyse and continue to grow. The new structure of the campaign made it simple to keep track of what was working and what needed improvement. EAST is continually optimizing these campaigns to make sure that Tria's ROAS stays strong.

We're proud of our relationship with East, our key advertising agency partner. Their CEO is a former Google protégé and industry influencer on all things Google. He's a genius and he and his entire crew are a delight to work with. The advantages of working with this team are self-evident. They are transparent. Professional. The best in the business. Working with them is like getting backstage passes to your favorite concert.



2 Connecting the Silos

Remark isn't your typical marketing

agency. We understand that success doesn't happen in a bubble. It takes the cooperation of departments across the company from Operations to Finance to Human Resources to deliver true growth results.

Let's Use Our Words

With Tria, we established a regiment of daily communication from the get go. It took a few months to get into a good groove, but we organized and conducted weekly one-on-ones with key stakeholders to listen to concerns or brainstorm ideas, weekly marketing team meetings, weekly cross-departmental meetings and weekly reporting meetings.

Yes, that's a lot of meetings, but we know that frequent and frank communication saves time and money and creates a cohesive company culture. Opening communication lines led to prevented costs by solving problems in real-time, improving campaign effectiveness, removing obstacles in advance, and creating an atmosphere of empathy for other departments—leading to some very creative solutions.

Let Your Data Do Talking

One of the biggest challenges we faced was integrating the data across the different departments. Like 3 diverse countries with their own unique language, we had to find a common dataset that everyone could understand and find actionable. Admittedly, this all sounds pretty boring, but if your finance, operations and marketing department all use different metrics for forecasting and measuring success, you're in for a logistical nightmare of Babylonian proportions.

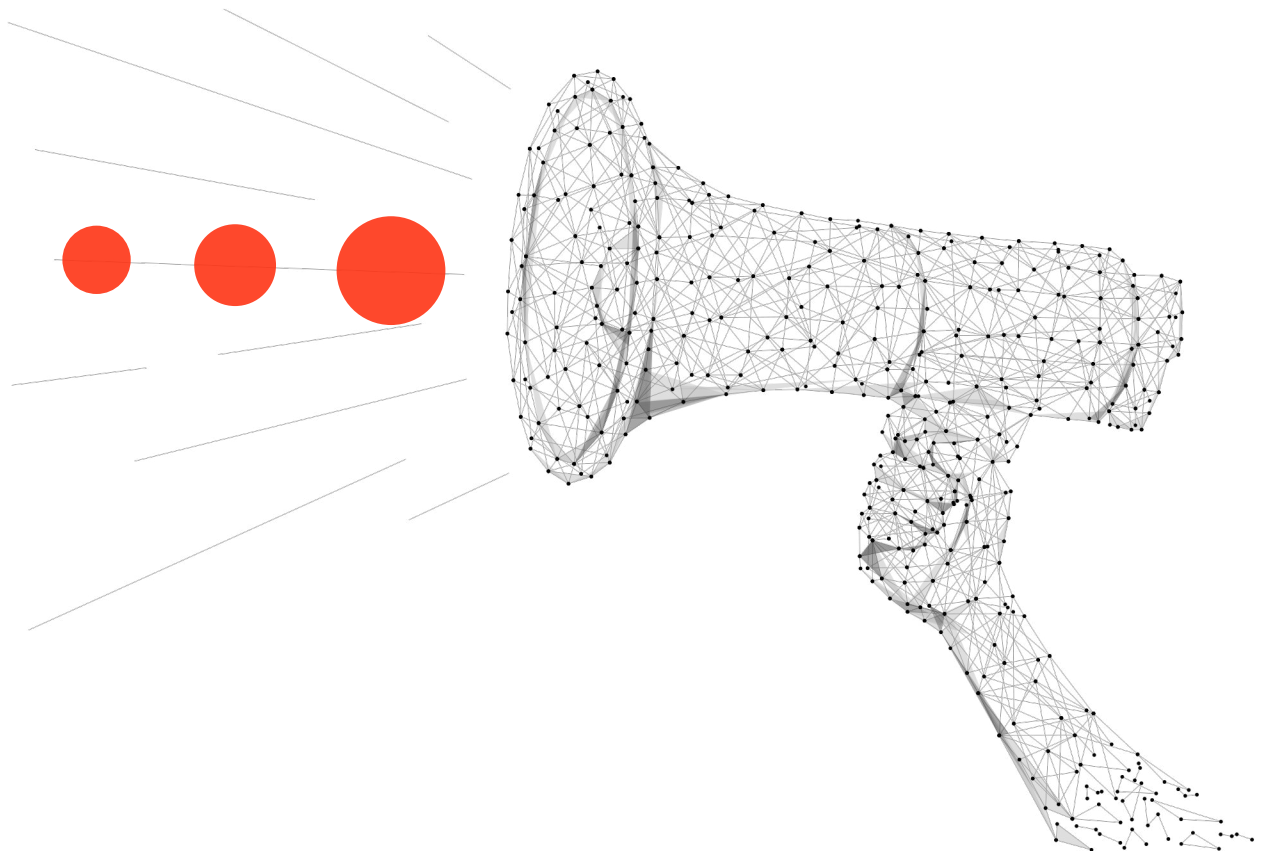
During 2020, we made great strides in mapping a Rosetta Stone of common metrics. These data insights will allow people from marketing to understand the unique financial or operational needs and vice versa. This is a massive endeavor and we're not quite there yet, but we're close. And by the time you're reading this, we will have succeeded—hopefully. (Suspense. As promised.)

THE GOOD STUFF

Invisible Silo Walls

It all comes down to transparency. Remark believes in full transparency. Most of the time, we're proud to share our success. Sometimes we don't get it right, but we always own it. Whether it be pricing, campaign results, quarterly or annual metrics, or what we had for breakfast, you have the right to know and talk to us about it. Agencies that aren't open have something to hide. **We wear our successes proudly and we use our failures to learn and grow.**

Everything is reported to Tria. After all, we feel like we're a part of their team. Budget decisions, strategies, media spend, campaigns, key marketing and creative decisions are openly discussed or approved when necessary. **The result for Tria is a no-surprise engagement.**



3 Brand Revitalization - The Fun Stuff

If you've made it this far, we hope that you understand that none of the success at Tria happened in a vacuum. We start this section with this disclaimer because of the number of clients who come to us asking us to "fix their brand." Brand identity is paramount, but even the highest mountain stands firmly on a foundation. Had we only focussed on the brand for Tria, we know that the results would have been marginal and lackluster. That being said, let's dive into some juicy, awe-inspiring eye candy.

Photography

Our first point of order was to focus on device photography. The existing photos didn't convey the luxury and quality of the device. Fitting a tiny laser into a hand-held, cordless device is a technological marvel. Its sleek lines, weight, grippability and functionality weren't represented well by the plain product on white shots. The angles were odd and felt off balanced. **We needed hero shots!**

Behold the glory.

Because of our decades of work in creative and advertising, we're privileged to work with some of the best talents in the business. Our intimate relationships allow for cost-effective engagements that return the highest industry quality for a fraction of the price of other agencies. For Tria's device photography, we used one of the photographers who regularly shoots the camera product photos for Canon. He is a true master of his craft and we are grateful for the opportunity to work with him.



THE GOOD STUFF

Photography



THE GOOD STUFF

Photography



THE GOOD STUFF

Photography



Narrative

A brand narrative is the story your company is telling the rest of the world. We worked with a senior creative strategist and writer who has written for Fortune 100 companies such as Intel. The whole process involved interviews of key stakeholders, in-depth competitive analysis, and an understanding of the current customers and where the trends were leading. We boil the findings down to a simple one-sentence Foundational Messaging Brief (FMB) which becomes the springboard for the rest of the narrative direction.

Armed with the FMB we created a library of key customer facing words that represent the company. After that, we outlined the content layout and direction and finally completed the narrative for the brand and the key devices.

The pen is mightier than the sword.

Powered by the same in-office Diode Laser Technology used by dermatologists, Tria Hair Removal Lasers are the first and only FDA-cleared at-home lasers to remove unwanted hair at a fraction of the in-office treatment.

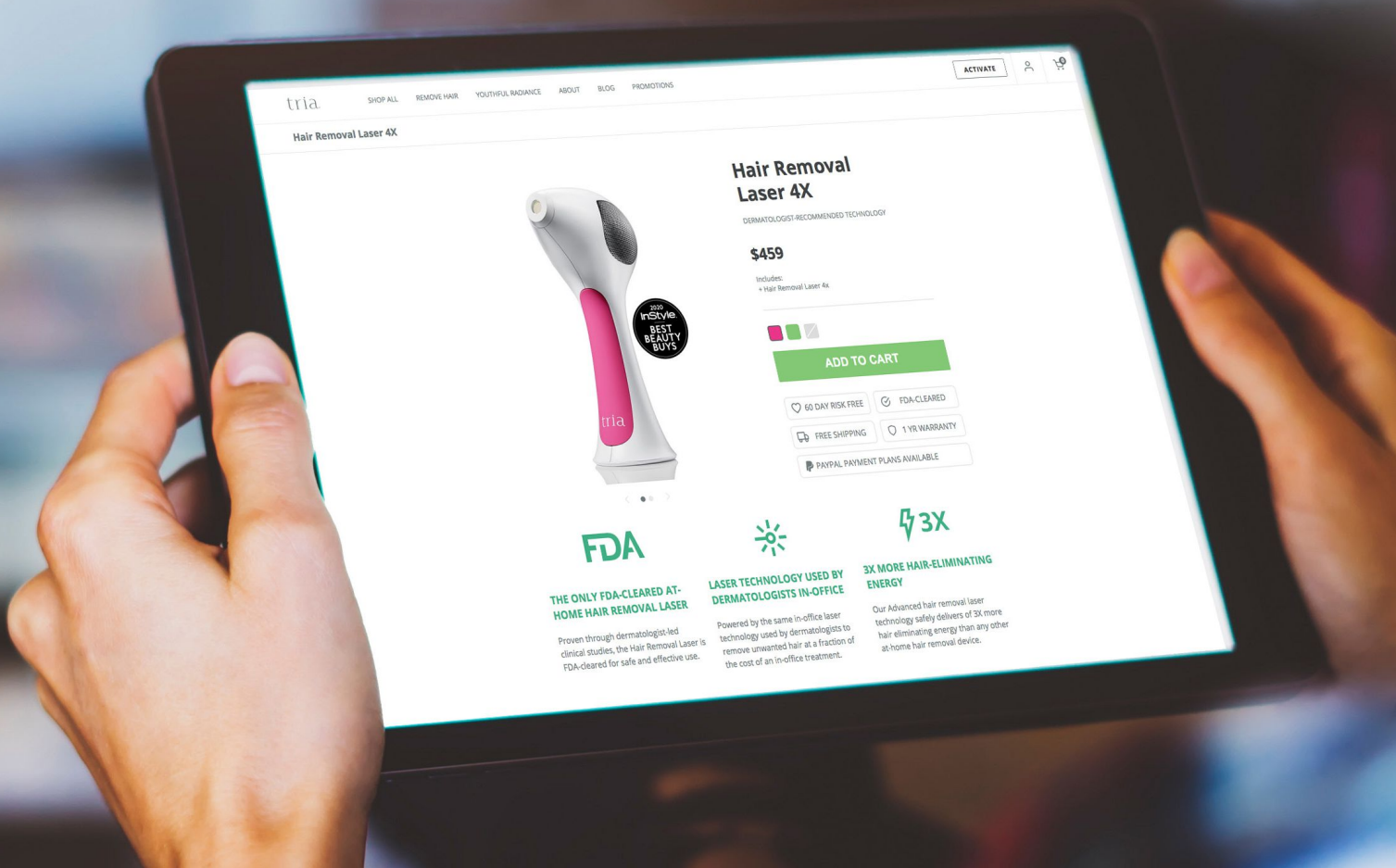
Salon-quality technology, in your home. Adding more confidence and convenience to your life. No appointments, no waiting. Enjoy the luxury of professional self-care treatments in the comfort and privacy of your home, at home, on your schedule.

Self-care made simpler.

Before

After

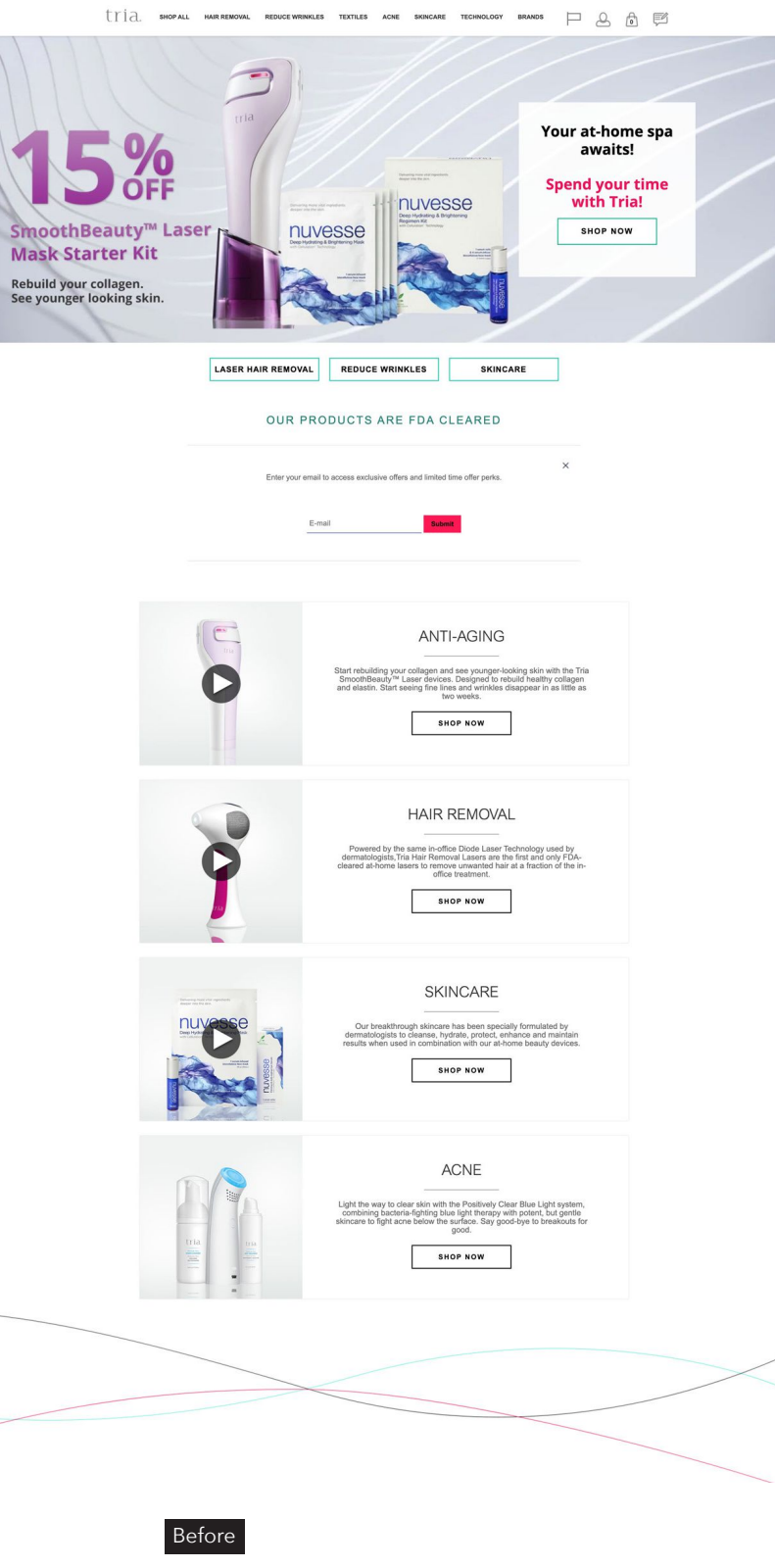
Website Renewal



While the photos were being shot and the brand narrative was being constructed, we began scoping out and designing the new layout of the pages to improve both the user experience and the user interface (UX/UI). It's important to note that every change and improvement we made, we tested. While we were quite confident that our designs were superior to the existing designs, nothing guarantees that customers will agree.

The test results were overwhelming. **The new page designs increased conversions overall by 12% and 31% on mobile devices!** As mentioned earlier, our testing didn't stop there. We continued to test the location of content on the pages, button colors, titles and more.

Website Renewal



Refresh Not Overhaul

Upon close examination, testing, and analysis, we concluded that the Tria brand did not need a blind overhaul with a new logo and entirely new direction. We found customers still trusted the Tria brand as the more permanent solution for hair removal. However, the brand had gradually lost step with the times and the graphics began to feel dated. We turned to industry trends, customer feedback, as well as demographic and data insights to help us refresh the existing brand for a new generation of Tria customers.

Aside from the conversion improvements mentioned, immediately upon launching the new brand work, Tria was featured in unsolicited articles by Marie Claire and Oprah Magazine. While we cannot say for certain, we believe the timing to be too coincidental to be anything other than a result of improving the brand identity. **These two articles contributed to an improved YoY Referral conversion of 606%.** (No, that's not a typo!)

marie claire



TWISTS AND TURNS

A Challenging Year for All

Oh, 2020! You were full of nail-biting, anxiety ratcheting, ulcer-inducing, hair-graying excitement. No plan ever goes as expected, but this year in particular was bordering on the comically insane. For you adventure seekers, here's a look back on some of the bigger events that made us dig deep into our creative reservoirs and make lemonade.

In Real Time

It's important to remember that business doesn't stop during a crisis. In the middle of the unfolding drama, we still had work to do. There were days, nights and weekends when we all had to come together and find a way through some dark times.

A Series of Unfortunate Events

COVID

There. We said it. No 2020 year-in-review is complete without mentioning the impact of COVID. The market crash on the 9th of March hit us hard. There was a lot of uncertainty about what the next steps should be. Should we scale back our marketing efforts and conserve funds? What if people stop shopping because of the record number of job losses?

We looked at this seriously and made a controversial recommendation. Double down. It was a risky move, but we believed that many companies would pull back and we'd have a better competitive position. Tria had the courage to go along with our plan and thankfully it paid off—Bigly. Consumers ended up buying more, not less and our ROAS reached as high as 16 on certain days. (P.S. This never happens and is unlikely to ever happen again) Ironically, this success led to our next problem—inventory shortages.

Inventory Shortages

Yes. We actually sold too much, and there was no end in sight. We decided to extend shipping windows by notifying customers of delays due to COVID. Again, this was a team effort as all departments had to work in concert to negotiate with banks, ensure future supplies, modify messaging on the site and more.

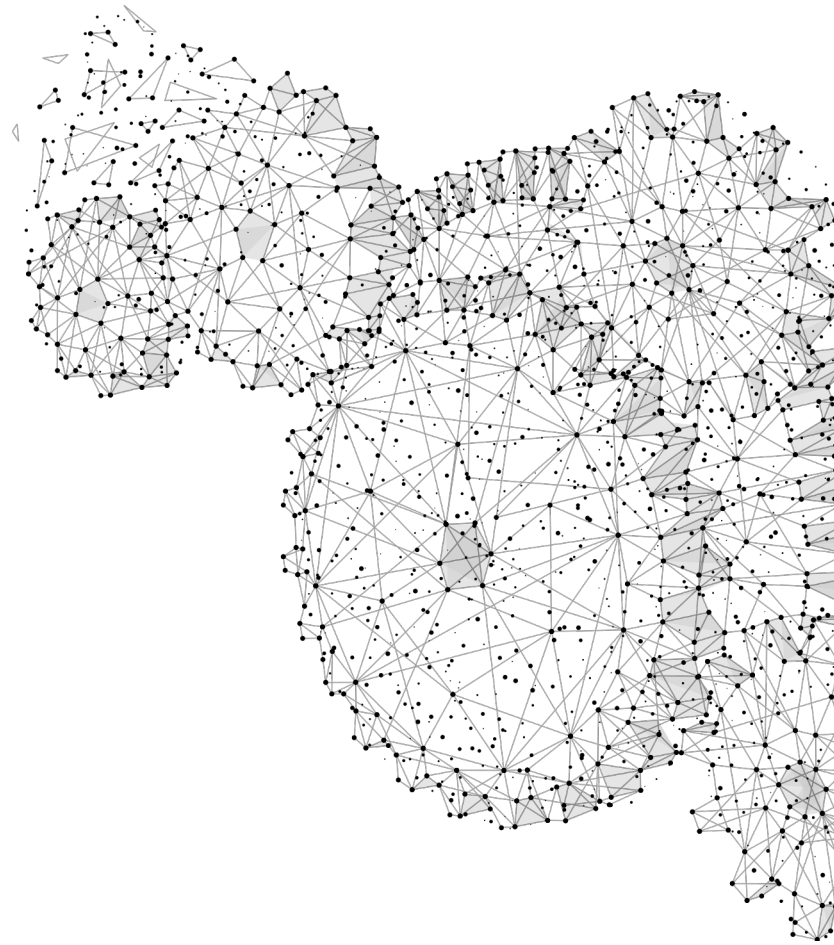
TWISTS AND TURNS

We saved the sale of countless customers and captured a key market opportunity. How much? A lot. (Obviously, we can't tell you how much. But it was a lot.) In addition to broadening the shipping window, we helped smooth the relationship with our affiliate partners to ensure consistent and reliable inventory supplies.

A Contentious Election

With all eyes on the elections, eCommerce took a substantial hit across all markets. As the election loomed, sales declined. Additionally, in the days and weeks after the election as results were delayed and uncertainty increased, companies selling online suffered.

Fortunately, we planned for the worst possible outcome. In the weeks leading up to the election, we ran a promotion to capture some additional revenue to hold us over in lean times. We restructured our Holiday campaign plans. As a result, on **Black Friday we saw a record revenue sales day beating the highest recorded revenue in one day by 3x!**



FINAL OBSERVATIONS

We're Not Finished

Despite the incredible success from 2020, our work is far from over. We understand that growth is not a “one-and-done” deliverable. The achievements are behind us, and the work is in front of us. It’s a practice we call the Art of Growth. Continued growth must be understood from the lens of 2 key factors.

First, our measurements of success must increase over time to ensure continued growth. If we rely on the numbers of the past, stagnancy sets in, and growth is stifled. This is why we optimize and adjust our numbers and expectations up over time.

Second, **all** efforts toward growth will diminish in efficacy over time. Don't blame us. It's economics. (re the Law of Diminishing Returns).

Most importantly, know that we will never stop looking for new growth opportunities. We'll be coming back next year with more wins. Stay tuned.



Closing

There is no template for the work that we do. Each client we work with has unique challenges, and we offer unique prescriptions to help them grow. If you're not sure where to begin, don't worry, you're not alone. We've helped companies just like yours determine their next steps. Reach out to us.

We look forward to helping your company grow.

Get in Touch

Remark is a growth consultancy based out of Tokyo. We work with clients worldwide to develop their growth strategies and marketing direction into successful wins. Curious about what we can do for your business? Let's talk.

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