

2010

Advertising:
Account planning

Lee Li Wei Deanson
(14491737)

Yip Pui Mun
(14817430)

Chen Huei Wen
(14371897)

[DISCUSSION GUIDE]

OVERALL QUESTION TO ANSWER IN FOCUS GROUP DISCUSSIONS:

The purpose of the study is to conduct qualitative research to determine:

- The female's perception of Beauty
- The female's perception and understanding of cosmetics

Sampling Planning – Focus group personal criteria

1. Female
2. Age 18- 25 years old
3. Generation Y
4. Live in Singapore
5. Ability to speak and understand English
6. Studying or working
7. Put make-up regularly
8. Know about cosmetics

Tools to be prepare

1. Video Recorder
2. Location- Discussion room in Library (book earlier)
3. Drinks X 5
4. Pencil X 5
5. Plain A4 paper X 10 (additional use)
6. Pictures card of make-up brands name (all the possible cosmetic brand that be listed)
7. 2 images of female (1 with make-up and 1 without make-up)
8. Large piece of paper with the word “Beauty” on it
9. Pictures card with images of basic cosmetic products (typical used)
10. Large piece of paper with Perceptual map, axis-ed Quality & Variability

Cosmetic Brands (Pictures to prepare)

1. Avon Cosmetics
2. Benefits Cosmetics
3. MAC Cosmetics
4. Bobbi Brown Cosmetics
5. Chanel
6. Estee Lauder
7. Guerlain
8. L'Oreal Makeup
9. Lancome Cosmetics
10. Laura Mercier Makeup
11. Latisse
12. Lush Cosmetics
13. Mary Kay Cosmetics
14. Maybelline Makeup
15. Paul & Joe

16. Philosophy Cosmetics
17. Revlon
18. Sephora
19. Sheer Cover
20. Shiseido Cosmetics
21. Stila Cosmetic
22. Max Factor
23. Bourjois
24. Lancaster
25. Giorgio Armani
26. The Body shop
27. Clinique
28. Rimmel
29. Make Up Store
30. Urban Decay
31. Australis Cosmetics

Total Participant time required: 55minutes – 1 hour + 15minuntes

Total focus group time: 55minutes – 1 hour + 15minuntes

1. Introduction (3mins)

Welcome to this focus group discussion, please feel free to express your opinion and views clearly and in detail one person at a time. There is no right or wrong answers; we are all here to share.

This session is being recorded by a video camera (*direct group to where the camera is*), it would be much appreciated that all mobile devices are on silent or switched off.

The purpose of this focus group is to obtain information about a group's belief and attitudes on female cosmetic products.

All information obtain will be kept confidential. The information from this discussion would be used for analysis as a whole, your names will not be used for the analysis of the discussion.

2. Warm up (5mins)

Would everybody please take turns to introduce themselves by giving your name, and briefly share with the group what you do for leisure.

3. Beauty – Perception (15mins)

*Hand out 1x Blank sheet of paper and 1x Pencil to each individual.
Display the word "Beauty"*

Would each of you draw a picture to best symbolize how you feel on this word. "beauty"
(Probe on how the picture drawn symbolizes the word)

Display image A for group to see. Image A is of a lady with make-up applied on the face.

Looking at this image, what impression do you have on this lady?

Probe why.

Remove image A

Display image B. Image B is of a lady without make-up applied on the face.

Looking at this image, what impression do you have on this lady?

Probe why.

Display both image A & B beside each other

Compare the two ladies, how are the two ladies different to you?

(Probe if needed)

- *Who do you think is more successful?*
- *Who do you think has the ability to attract more attention to them?*
- *Which one do you think has more facebook friends?*

Hand out 1x Blank sheet of paper and 1x Pencil to each individual.

Could you all give me one word to describe your feelings towards the word “Cosmetics”

Probe why the word is chosen

4. Cosmetics – General (15mins)

When it comes to cosmetics or make-up, what are the brands that come to mind?

Upon brand name being called, take out the image of the brand, prepared before hand, and display it on the table, in a case where there is no image take a blank piece of paper and wrote the brand name down.

I would need the cooperation of all of you to help arrange these brands/images into groups that you think suitable.

Arrange the brand/images physically into groups on the table

Could you explain why these brands belong to the same category?

Could you explain the difference between the categories?

Display the perceptual map. Axis of the map being Quality & Variability

With these images/brands could you help arrange these brands into this table?

Arrange the brands physically into the map.

Could you help associate each brand to the best type of cosmetic product?

Eg, Mac → Foundation

Pair up the brand images to the words of the cosmetic product.

Probe reasons for the association if none is given.

5. Cosmetics – Consumption (10mins)

What are the factors you look out for when purchasing cosmetics?

What do you think is the most important attribute for cosmetics?

How often do you apply make-up?

Why do you think is essential to put on make-up?

6. Closing (7mins)

Before we end our discussion could each of you, in your own words describe how you perceive cosmetics, and how it helps add value to you?

Thank you for your cooperation and time, the information obtained is of much value to us and would be extremely useful for our analysis.