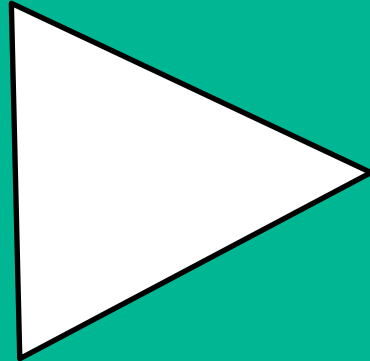


# CASE: SOMONITOR

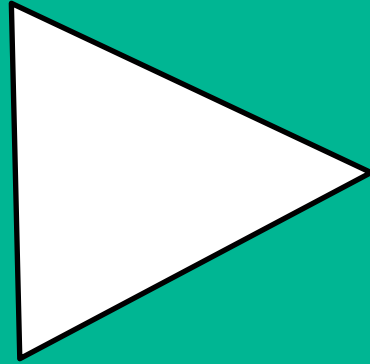
Cross-Channel Communications  
Analysis for P&G Philippines

(July 2024)

SOMONITOR TESTIMONIALS  
(5 MIN)



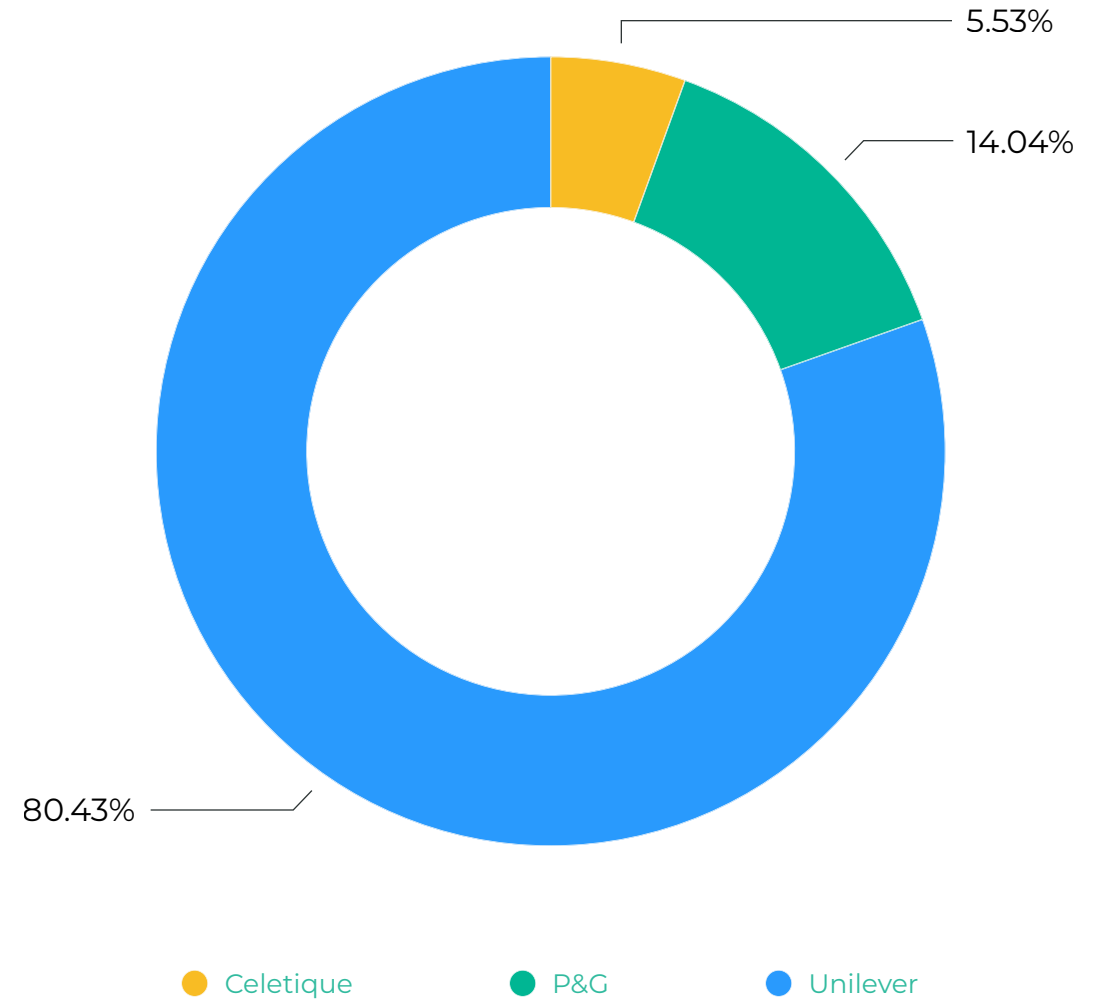
SOMONITOR DEMO  
(5 MIN)



# Google Search Ads

Data Range: active as of 15/07/24

Brand	websites	Text Ads
Celetique	dirtybugsun	8
	gynepro	1
	myra	10
	phcare	14
	ulssi	6
P&G	headandshoulders	45
	herbal essences	6
	oral	7
	pantene	41
	Allthingshair	155
Unilever	beauty hub	39
	cleanipedia	208
	clearhaircare	7
	dove	90
	knorr	47
	recipedia	4
	sunslk	14
	tresemme	2





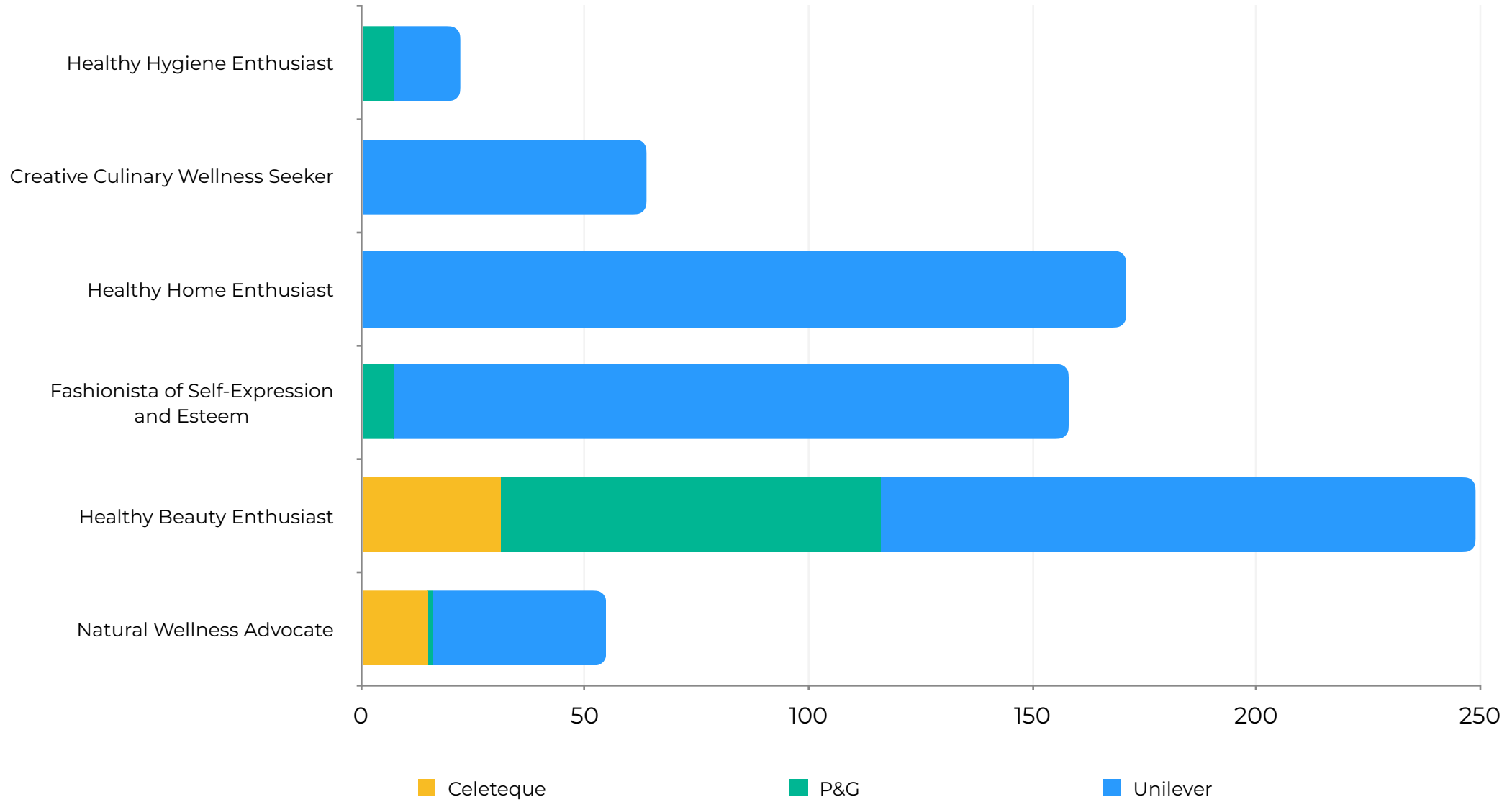
## First Glance Analyst's Note:

It appears that Unilever dominates in the use of search ads, directing traffic to publisher-style webpages that act as content repositories. In 2013, content repositories were widely used to drive search traffic, but many brands have since shifted away from this approach. One possible reason is that short-form content is seen as more effective, leading brands to focus on platforms specializing in this format. Many websites now feature TikTok content as embedded videos, replacing the long-form articles that were once standard for SEO. Another reason for the decline in content repositories could be their resource-intensive nature, which, without their own e-commerce settings, results in poor returns. This prompts brands to look for alternative store solutions that have differing traffic ecosystems.

To encourage SEM behavior, a two factors need to be addressed. First, reinforce the importance of search in today's marketing ecosystem. This can be achieved by presenting compelling data or demonstrating its application in the modern marketing mix. Second, provide easier solutions and avenues for brands to capitalize on their investments. Building proper websites or maintaining content systems can be a chore for most marketers, so offering relief in these processes would help encourage investment.

Who were the brands talking to?

# TOTAL SEARCH ADS





PERSONA 01

## Healthy Hygiene Enthusiast

This persona is someone who is deeply interested in oral hygiene, dental care, fresh breath, and overall health. They aspire to lead a healthy lifestyle and exude confidence. Their needs revolve around health & wellness, security, and well-being.

TOTAL MEDIA 22



PERSONA 02

## Creative Culinary Wellness Seeker

This persona is a creative individual who is passionate about cooking, flavors, and food culture. They aspire to lead a healthy lifestyle and find personal fulfillment through their culinary pursuits. Their general needs revolve around comfort, well-being, and belonging, seeking love, connection, and knowledge in their relationships and activities.

TOTAL MEDIA 64



PERSONA 03

## Healthy Home Enthusiast

This persona is a health-conscious individual who is passionate about creating a healthy and sustainable home environment. They are interested in home decor, DIY projects, cleaning, healthy lifestyle, and sustainability. Their aspirations include maintaining a healthy lifestyle, personal fulfillment, and home improvement. Their needs revolve around security, well-being, comfort, and knowledge.

TOTAL MEDIA 171





PERSONA 04

## Fashionista of Self-Expression and Esteem

This persona is a fashion enthusiast who is deeply interested in fashion, beauty, and hair care. They aspire for creative expression, personal fulfillment, and confidence. Their needs revolve around esteem, belonging, and self-care. This individual is passionate about self-expression through their personal style and appearance, seeking recognition and validation from others while also prioritizing their own well-being and self-care.

TOTAL MEDIA 158



PERSONA 05

## Healthy Beauty Enthusiast

This persona is a health-conscious individual who is passionate about skincare, haircare, and self-care. They aspire to lead a healthy lifestyle, achieve personal fulfillment, and exude confidence. Their needs revolve around self-care, health and wellness, esteem, belonging, and well-being.

TOTAL MEDIA 249



PERSONA 06

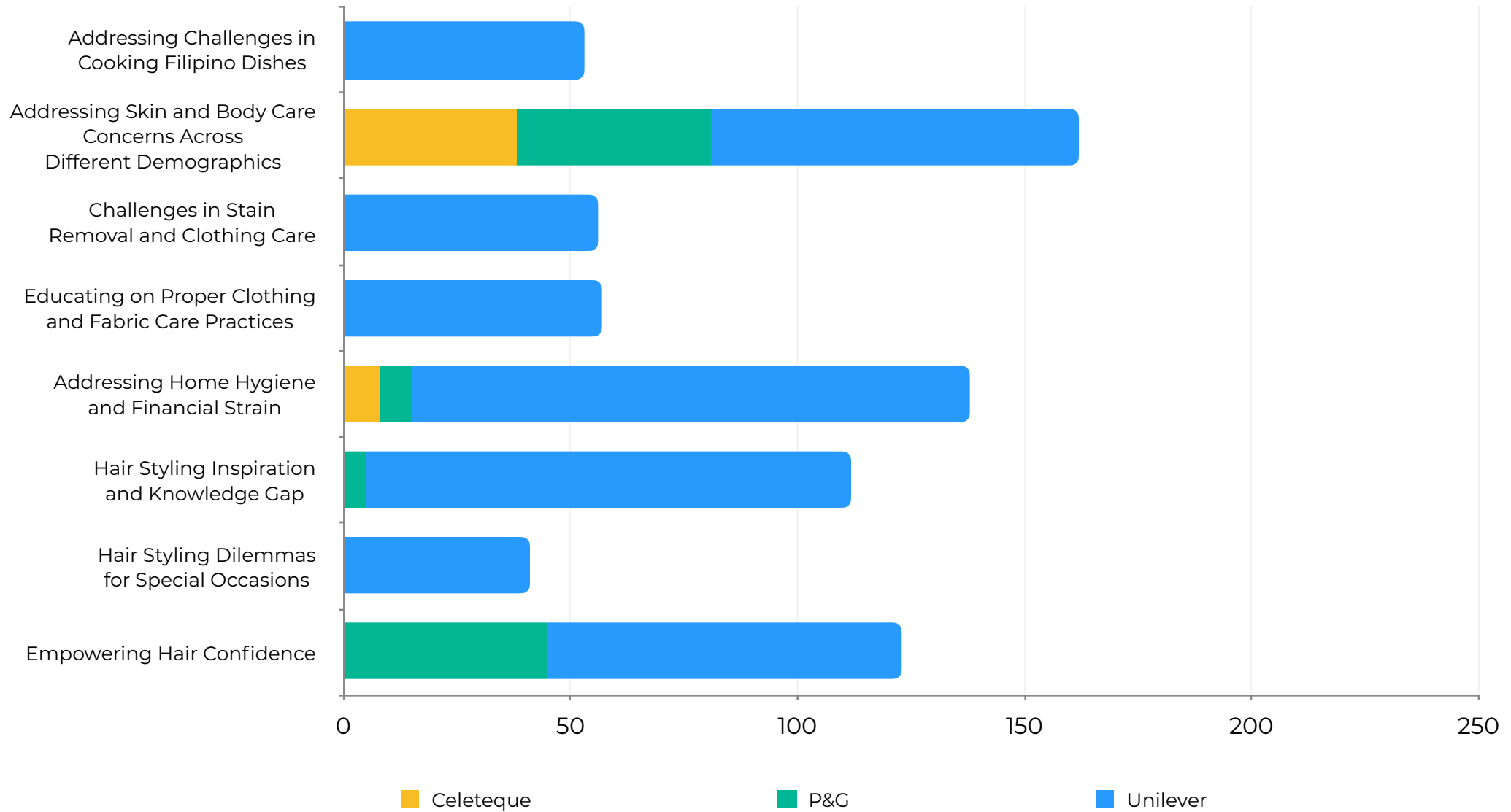
## Natural Wellness Advocate

This persona is deeply interested in skin care, natural products, and baby care. They aspire to lead a healthy lifestyle, achieve personal fulfillment, and build strong family bonds. Their needs revolve around health & wellness, security, and comfort.

TOTAL MEDIA 55

**What challenges did the brands  
address try to address through  
search?**

# TOTAL SEARCH ADS





#### TENSIONS 01

### Addressing Challenges in Cooking Filipino Dishes

The tensions revolve around difficulties in creating delicious and satisfying Filipino dishes like Chicken Adobo, Menudo, Sinigang Na Bangus, and Adobong Manok. People face challenges such as lack of time, knowledge, resources, and culinary inspiration to prepare authentic and flavorful meals. There is also a desire for easy-to-follow recipes, diverse culinary experiences, and affordable educational opportunities for upskilling in cooking.

TOTAL MEDIA 53



#### TENSIONS 02

### Addressing Skin and Body Care Concerns Across Different Demographics

The brands are addressing a wide range of skin and body care concerns, including issues such as dandruff, dry skin, lack of confidence, hygiene, sensitivity to harsh chemicals, body image insecurities, and the need for gentle products for babies. These concerns affect individuals of all ages and backgrounds, highlighting the importance of inclusive and effective skincare solutions.

TOTAL MEDIA 162



#### TENSIONS 03

### Challenges in Stain Removal and Clothing Care

The brands are addressing various challenges related to stain removal and clothing care, such as difficulties in removing ink, blood, turmeric, grease, ketchup, wax, and deodorant stains. These stains not only cause frustration and waste but also lead to dissatisfaction with clothing and a sense of embarrassment and discomfort.

TOTAL MEDIA 56





#### TENSIONS 04

### Educating on Proper Clothing and Fabric Care Practices

The tensions addressed by the brands revolve around the lack of knowledge and awareness regarding proper clothing and fabric care practices, leading to premature wear and tear, environmental damage, financial impact, and health risks. Examples include improper washing machine usage, lack of awareness about garment care, and inefficient cleaning techniques.

TOTAL MEDIA 57



#### TENSIONS 05

### Addressing Home Hygiene and Financial Strain

The brands are addressing the tensions related to maintaining a clean and healthy home environment while dealing with financial strain. Consumers are concerned about the impact of uncleanliness on their health and well-being, as well as the challenges of managing family budgets.

TOTAL MEDIA 138



#### TENSIONS 06

### Hair Styling Inspiration and Knowledge Gap

The brands are addressing a common theme of lack of hair care knowledge, inspiration, and guidance for various occasions such as weddings, formal events, and parties. Men specifically may feel limited in their styling options or lack the confidence to style their hair effectively. There is also a lack of information on current hairstyle trends and how to achieve them.

TOTAL MEDIA 112



TENSIONS 07

## Hair Styling Dilemmas for Special Occasions

The tensions revolve around individuals feeling insecure, uncertain, and overwhelmed when it comes to choosing the right hairstyle for special occasions like weddings, birthdays, prom, and graduation. They struggle with lack of confidence, feeling out of place, and being unprepared or uninspired for these events.

TOTAL MEDIA

41



TENSIONS 05

## Empowering Hair Confidence

The tensions addressed by the brands revolve around lack of confidence and self-esteem due to various hair issues such as dryness, damage, lack of nourishment, hair loss, and breakage. Consumers struggle with finding the right hair care products tailored to their specific needs, leading to challenges in managing their hair health and appearance.

TOTAL MEDIA

123

# Finding ZMOT experiences through tensions

The following content is intended to inspire the creation of ZMOT experiences. While the lists are not exhaustive, they aim to provide starting points to spark ideas when developing search experiences.



TENSIONS 01

## Addressing Challenges in Cooking Filipino Dishes

### Category 1: Difficulty with Specific Dishes

**Description:** Users struggle to create specific Filipino dishes like Chicken Adobo, Menudo, Sinigang Na Bangus, and Adobong Manok.

**Searchable:** Yes

**ZMOT\_experiences:**

- **Information Gathering:** Users might search for "best Chicken Adobo recipe," "how to make flavorful Menudo," "easy Sinigang Na Bangus recipe."
- **Consideration:** Recipes with reviews, video tutorials for specific dishes.

**Keywords:** [dish name] recipe, how to cook [dish name], tips for making [dish name]

### Category 2: Lack of Time and Knowledge

**Description:** Users lack time or knowledge to prepare delicious and authentic Filipino dishes.

**Searchable:** Yes

**ZMOT\_experiences:**

- **Information Gathering:** Users might search for "quick and easy Filipino recipes," "Filipino meals for beginners," "tips for flavorful Filipino cooking."

**Keywords:** quick Filipino recipes, easy Filipino dishes, Filipino cooking for beginners

### Category 3: Recipe Inspiration and Access

**Description:** Users seek easy-to-follow recipes, diverse culinary experiences, and new recipe ideas.

**Searchable:** Yes

**ZMOT\_experiences:**

- **Information Gathering:** Users might search for "Filipino recipe websites," "new Filipino dishes to try," "authentic Filipino recipes."

**Keywords:** Filipino recipe websites, Filipino recipe blogs, new Filipino recipes





TENSIONS 01

## Addressing Challenges in Cooking Filipino Dishes

### Category 4: Cooking Skills and Education

**Description:** Users desire to improve cooking skills and access affordable educational opportunities.

**Searchable:** Partially

**ZMOT\_experiences:**

- **Information Gathering:** Users might search for "Filipino cooking classes online," "tips for improving Filipino cooking skills." (Limited searchability for affordable educational opportunities)

**Keywords:** Filipino cooking classes, learn to cook Filipino food, improve Filipino cooking skills

### Category 5: Time Management and Budgeting

**Description:** Users struggle with balancing cooking time with budget constraints.

**Searchable:** Partially

**ZMOT\_experiences:**

- **Information Gathering:** Users might search for "budget-friendly Filipino recipes," "meal prepping Filipino food." (Limited searchability for general time management)

**Keywords:** budget Filipino recipes, meal prepping Filipino food



TENSIONS 02

## Addressing Skin and Body Care Concerns Across Different Demographics

### Category 1: Specific Skin and Body Concerns

**Description:** Users have specific concerns like dandruff, dry skin, underarm irritation, baby skin care, etc.

**Searchable:** Yes

**ZMOT\_experiences:**

- **Information Gathering:** Users might search for "dandruff treatment," "best moisturizer for dry skin," "gentle baby shampoo."
- **Consideration:** Reviews and comparisons of products for specific concerns.

**Keywords:** [concern] treatment, [concern] relief, products for [concern]

### Category 2: Sensitive Skin and Harsh Chemicals

**Description:** Users with sensitive skin seek gentle products free from harsh chemicals.

**Searchable:** Yes

**ZMOT\_experiences:**

- **Information Gathering:** Users might search for "fragrance-free skincare," "hypoallergenic body wash," "natural baby products."

**Keywords:** sensitive skin care, fragrance-free products, natural skincare, chemical-free skincare

### Category 3: Body Image and Confidence

**Description:** Users struggle with low self-esteem and body image issues related to skin concerns.

**Searchable:** Partially

**ZMOT\_experiences:**

- **Information Gathering:** Users might search for "tips for improving self-esteem," "positive body image articles." (Limited searchability for emotional aspects)

**Keywords:** self-esteem tips, positive body image, skincare for confidence



TENSIONS 02

## Addressing Skin and Body Care Concerns Across Different Demographics

### Category 4: Baby Skin Care

**Description:** Parents seek gentle and effective products for their babies' delicate skin.

**Searchable:** Yes

**ZMOT\_experiences:**

- **Information Gathering:** Users might search for "best baby lotion," "gentle baby bath products," "baby skin care routine."

**Keywords:** baby skincare products, baby bath essentials, gentle baby cleanser

### Category 5: Hygiene and Personal Well-being

**Description:** Users have concerns about hygiene, odor, and overall well-being.

**Searchable:** Partially

**ZMOT\_experiences:**

- **Information Gathering:** Users might search for "feminine hygiene tips," "how to deal with body odor." (Limited searchability for broader well-being)

**Keywords:** feminine hygiene, body odor solutions, personal hygiene tips



TENSIONS 03

## Challenges in Stain Removal and Clothing Care

### Category 1: Specific Stain Removal

**Description:** Users struggle to remove specific stains like ink, blood, turmeric, grease, etc.

**Searchable:** Yes

**ZMOT\_experiences:**

- **Information Gathering:** Users might search for "how to remove ink stain from white shirt," "best way to remove blood stain," "turmeric stain removal tips."
- **Consideration:** Articles or videos comparing different stain removal methods for specific stains.

**Keywords:** [stain type] removal, how to remove [stain type] from [clothing color], best stain remover for [stain type]

### Category 2: Deodorant and Sweat Stains

**Description:** Users are concerned about yellowing or stains caused by deodorant and sweat.

**Searchable:** Yes

**ZMOT\_experiences:**

- **Information Gathering:** Users might search for "yellow deodorant stains," "deodorant marks on clothes."

**Keywords:** deodorant stains, yellowing from deodorant, sweat stain removal

### Category 3: Maintaining White Clothes

**Description:** Users struggle to keep white clothes stain-free and prevent yellowing.

**Searchable:** Yes

**ZMOT\_experiences:**

- **Information Gathering:** Users might search for "how to keep white clothes white," "removing yellow stains from white shirts."

**Keywords:** keeping white clothes white, removing yellowing from white clothes





TENSIONS 03

## Challenges in Stain Removal and Clothing Care

### Category 4: General Stain Removal

**Description:** Users have difficulty removing various stains and maintaining clothing.

**Searchable:** Yes

**ZMOT\_experiences:**

- **Information Gathering:** Users might search for "tips for removing stubborn stains," "how to care for clothes properly."

**Keywords:** stain removal tips, laundry care guide, stubborn stain removal

### Category 5: Accidental Damage

**Description:** Users experience frustration with accidental stains or color bleeding in the wash.

**Searchable:** Yes (Partially)

**ZMOT\_experiences:**

- **Information Gathering:** Users might search for "how to fix color bleeding in laundry," "removing rust stains from clothes." (Limited searchability for some accidental damage)

**Keywords:** color bleeding in laundry, fix ruined clothes, accidental stain removal

## Search Behaviour is still alive and well.

By examining the ZMOT experiences, it's clear that many customer journeys still rely heavily on a brand's presence within search. These represent real needs, and lacking presence in this ecosystem results in a disjointed customer experience. Demonstrating the search numbers for these experiences should be relatively straightforward, justifying the need to address these moments.

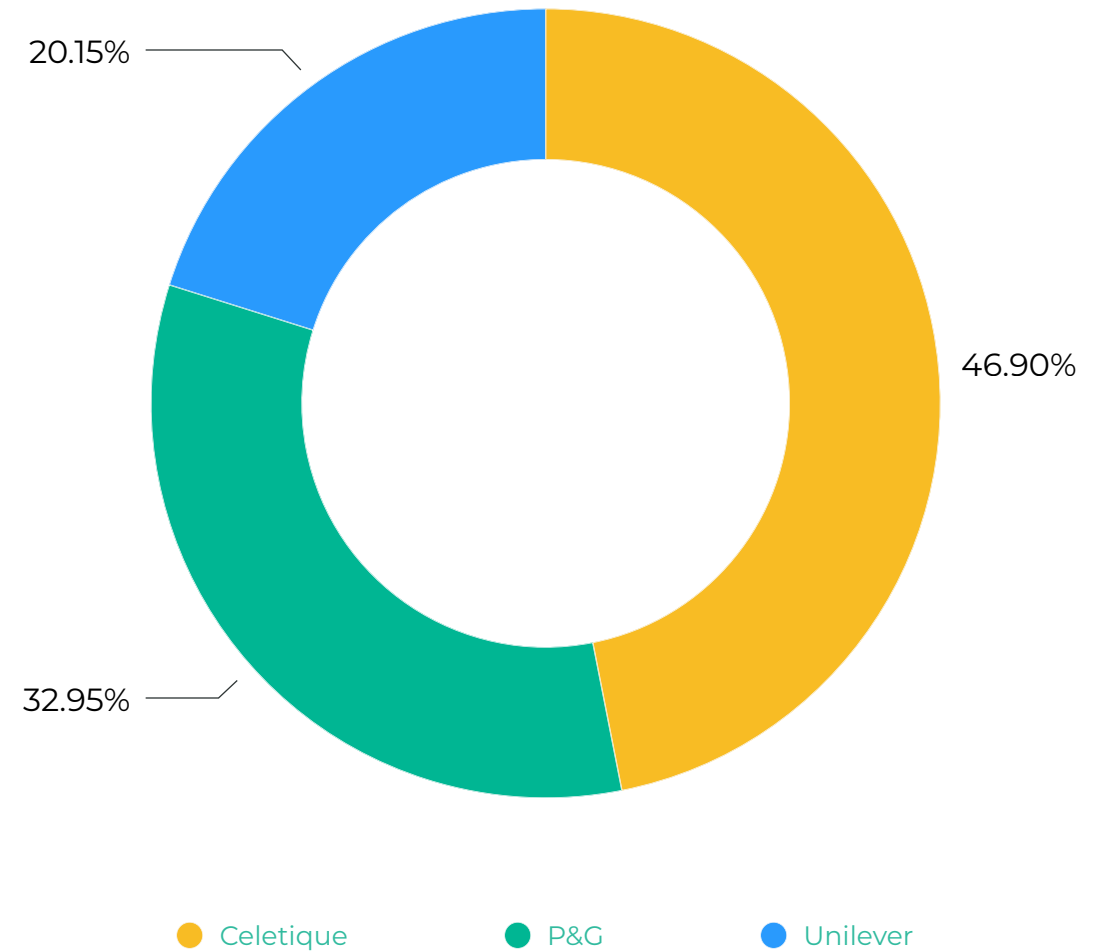
For brands, the challenge lies in leveraging these moments effectively, which raises opportunities to discuss conversion funnels and attribution solutions. This approach can help brands understand how to capitalize on these key moments and measure their impact on the business.

Looking at other platforms

# Brands: 3 Media: 4,049 Platform: Meta

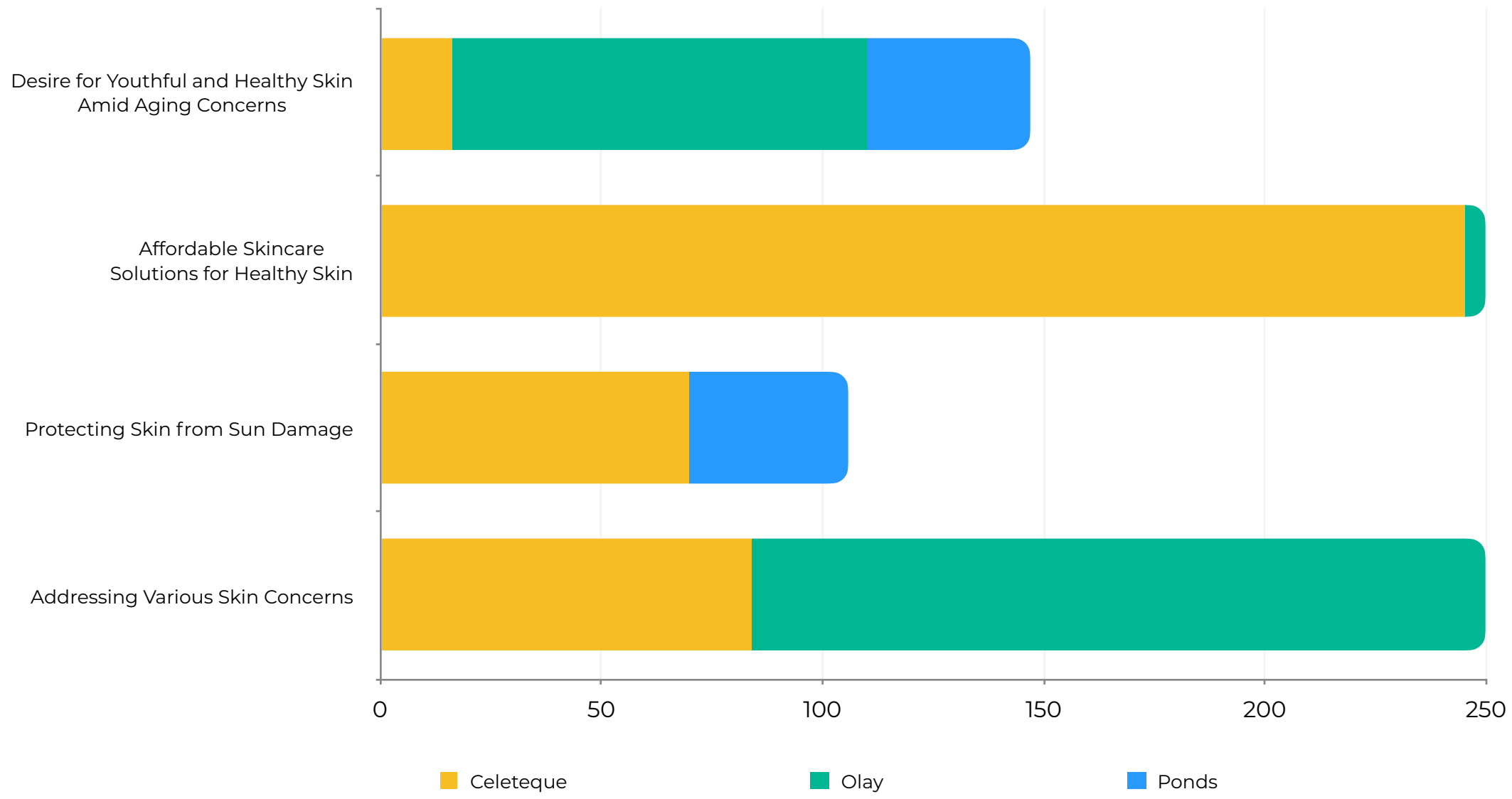
Data Range: 05/24 - 07/24

Brand	Posts	Ads	Total
Celeteque	32	415	447
Olay	1	313	314



**What challenges did the brands  
address try to address through  
meta?**

TOTAL ADS





#### TENSIONS 01

### Desire for Youthful and Healthy Skin Amid Aging Concerns

The tensions revolve around the desire to maintain a youthful appearance, concerns about aging skin and its effects, insecurity about skin health and appearance, and the search for effective yet gentle skincare solutions like retinol. There is also a focus on combating signs of aging, achieving radiant skin, and the negative impact of stress and makeup on skin health.

TOTAL MEDIA 147



#### TENSIONS 02

### Affordable Skincare Solutions for Healthy Skin

The tensions revolve around the high cost of skincare products, the desire for affordable ways to maintain a healthy skincare routine, and the need for accessible, high-quality skincare products. Consumers are looking for effective skincare solutions that are budget-friendly and cater to their self-care needs.

TOTAL MEDIA 300



#### TENSIONS 03

### Protecting Skin from Sun Damage

The brands are addressing the common consumer tension of skin damage caused by sun exposure and environmental factors. They are emphasizing the importance of protecting the skin from harmful effects such as dark spots, premature aging, and other damages.

TOTAL MEDIA 106



TENSIONS 04

## Addressing Various Skin Concerns

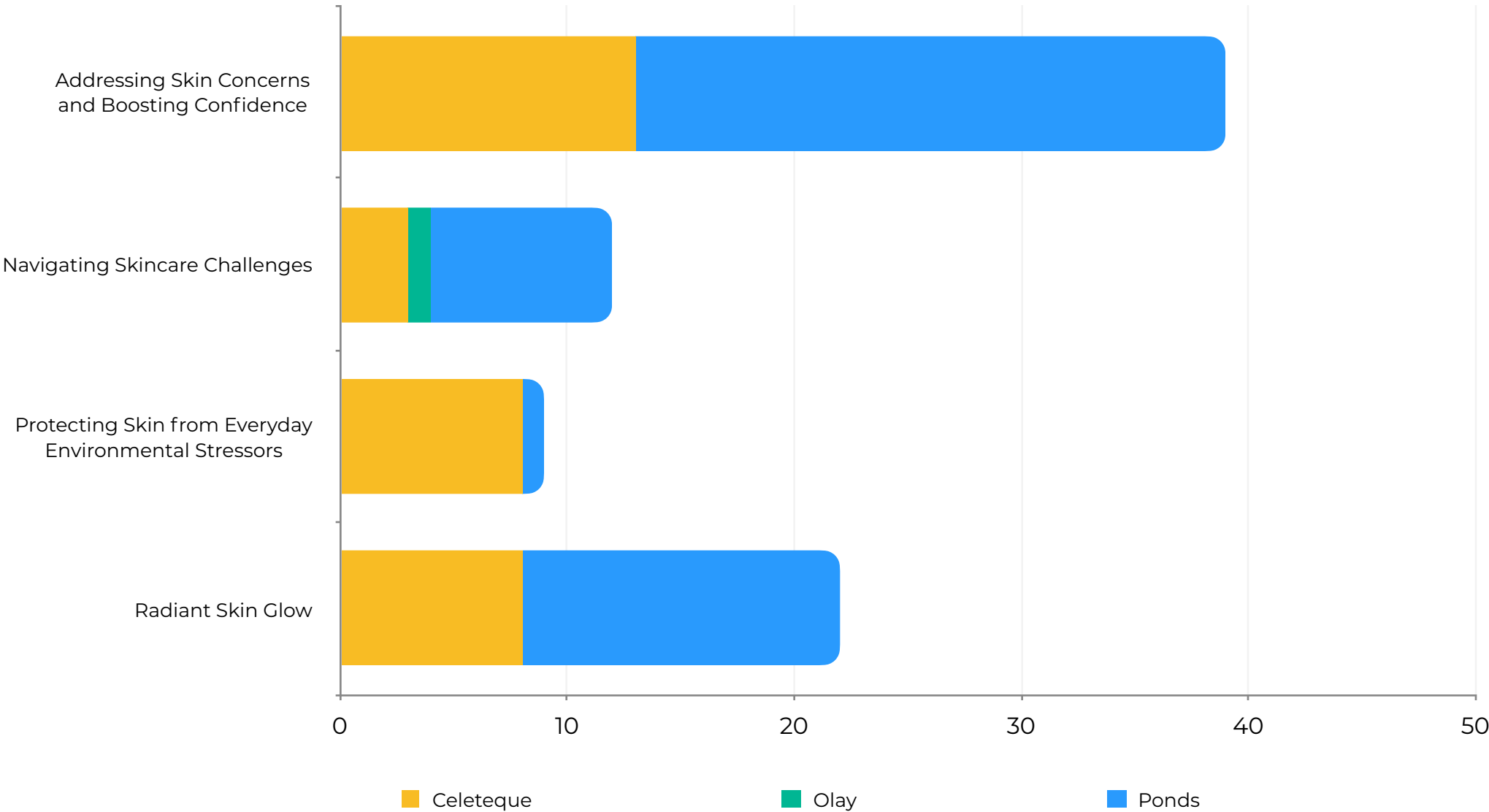
The brands are addressing a range of skin concerns including uneven skin tone, dullness, dark spots, dryness, signs of aging like wrinkles, and lack of moisture balance. These concerns impact self-confidence and are perceived as negative beauty concerns.

TOTAL MEDIA

318

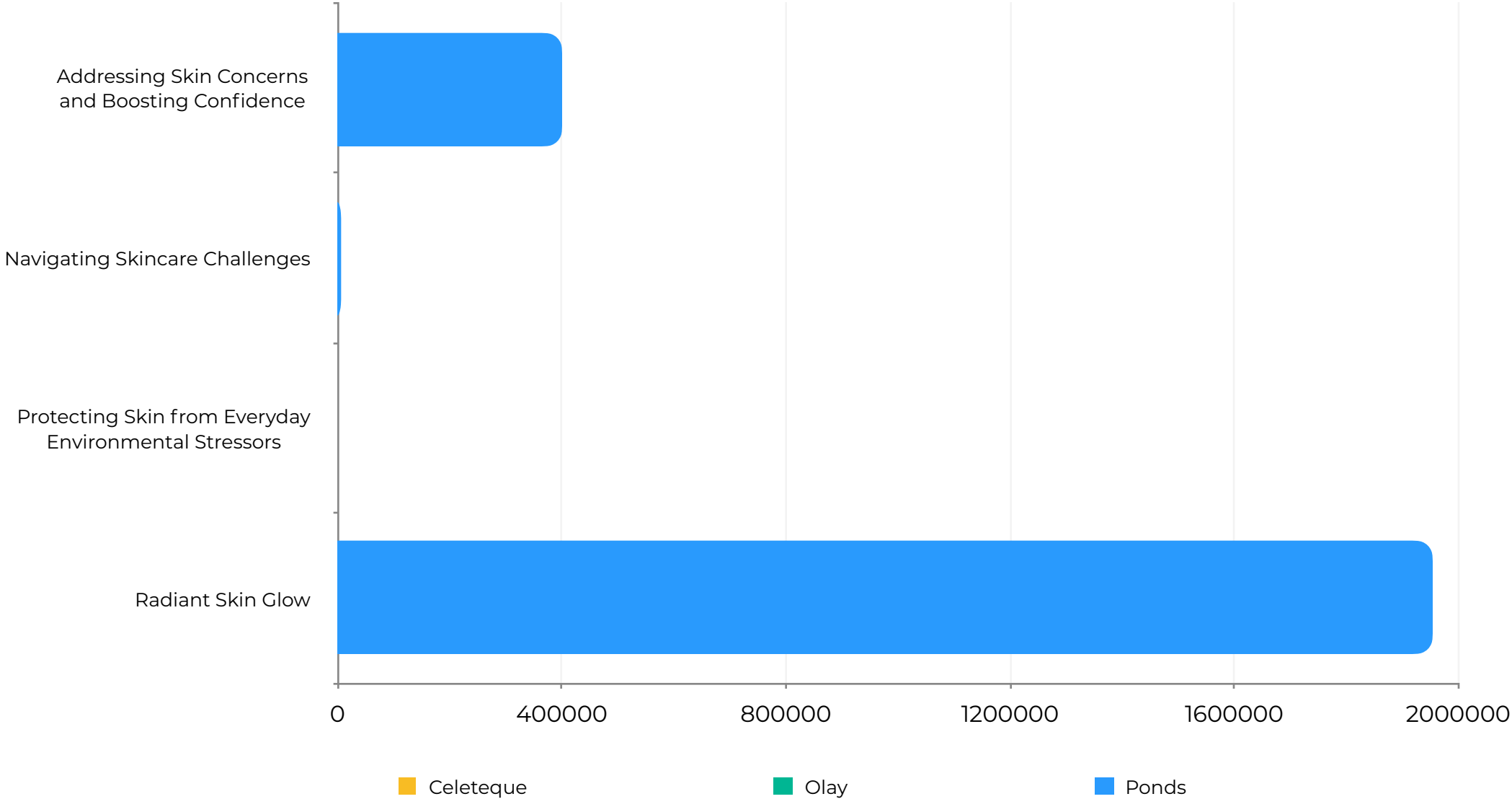


TOTAL POSTS



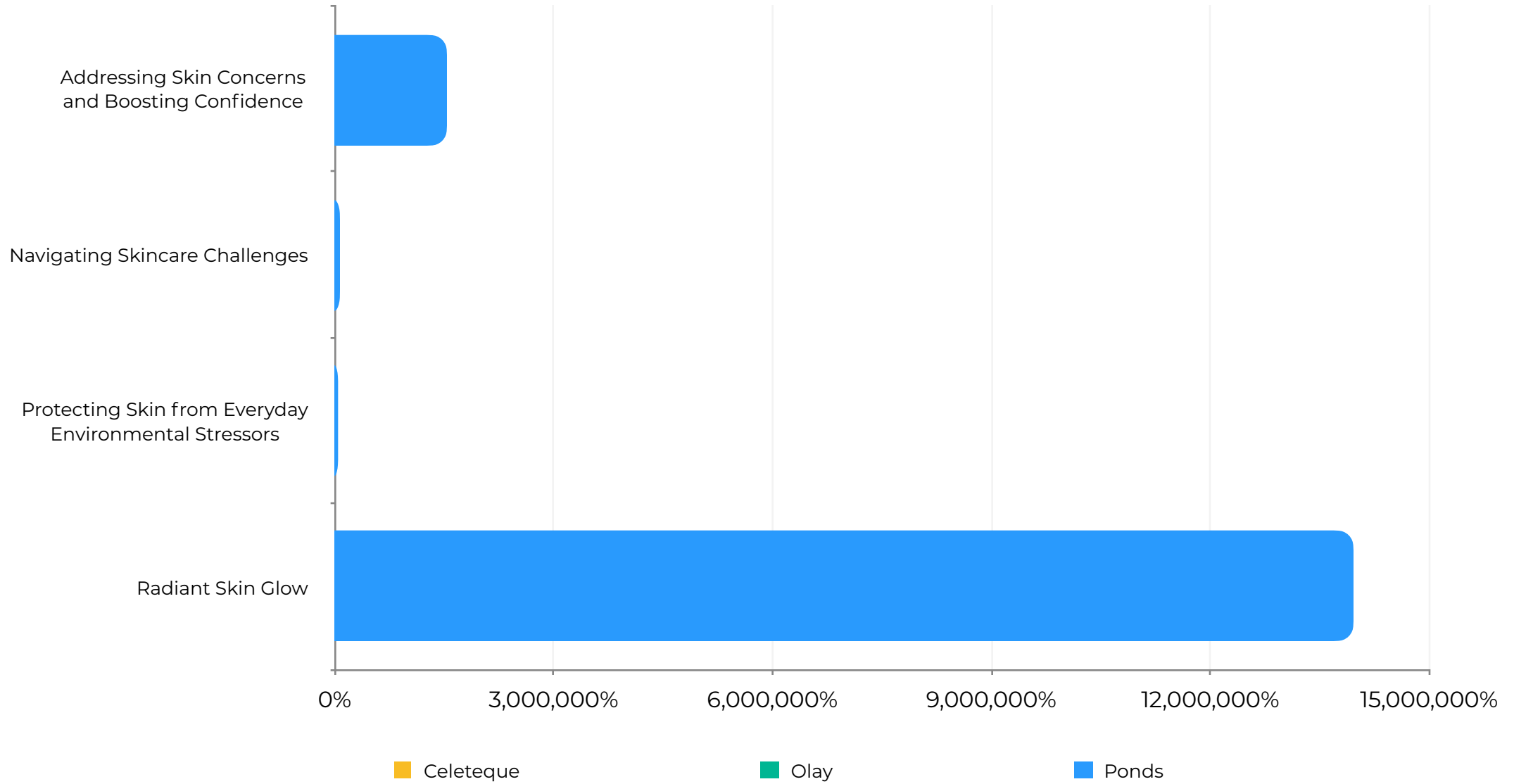
SOURCE: SOMIN DATA COLLECTION AND IDENTIFICATION FOR INSTAGRAM, FACEBOOK AND ADS LIBRARY (Collected data cap applied ~200 retrograded)

# TOTAL POSTS



SOURCE: SOMIN DATA COLLECTION AND IDENTIFICATION FOR INSTAGRAM, FACEBOOK AND ADS LIBRARY (Collected data cap applied ~200 retrograded)

# POST TO ENGAGEMENT RATIO





TENSIONS 01

Addressing Skin Concerns and Boosting Confidence

The brands are addressing a variety of skin concerns such as aging, uneven skin tone, dullness, dryness, acne marks, and lack of radiance, which can impact self-esteem and confidence.

TOTAL MEDIA	39
TOTAL ENGAGEMENT	399,517



TENSIONS 02

Navigating Skincare Challenges

The tensions revolve around the challenges of time constraints, overwhelming skincare routines, high prices, lack of accessibility, and confusion about skincare products. Consumers desire affordable, effective, and convenient skincare options amidst their busy schedules.

TOTAL MEDIA	12
TOTAL ENGAGEMENT	6,056



TENSIONS 03

Protecting Skin from Everyday Environmental Stressors

The brands are addressing the common skin problems and damage caused by everyday heat, sun exposure, pollution, and blue light. They are highlighting the risks of skin damage, including skin cancer, during summer due to these environmental stressors.

TOTAL MEDIA	9
TOTAL ENGAGEMENT	472



TENSIONS 04

## Radiant Skin Glow

The tensions revolve around the desire for radiant, glowing skin, a youthful appearance, and the need for convenient and effective beauty routines. Consumers seek multi-functional skincare solutions that cleanse, moisturize, brighten, and smoothen the skin, as well as gentle products that address multiple concerns.

TOTAL MEDIA	22
TOTAL ENGAGEMENT	1,955,781

## Analyst's Note:

After examining both posts and ads, it appears that the media spending tactics of the three brands differ significantly.

- Celeteque relies heavily on ads for Meta and has more diverse messaging. They also have the most ads, likely due to variations in targeting.
- Olay (P&G), on the other hand, is exclusively using Meta as an ad platform and doesn't have as much variation in their ads as the others.
- Ponds (Unilever) does not rely heavily on ads but instead boosts their posts significantly, resulting in high engagement on their social pages.

# Finding ZMOT experiences through tensions

The following content is intended to inspire the creation of ZMOT experiences. While the lists are not exhaustive, they aim to provide starting points to spark ideas when developing search experiences.



TENSIONS 01

## Desire for Youthful and Healthy Skin Amid Aging Concerns

### Category 1: Anti-Aging and Youthful Appearance

**Description:** Users desire to maintain a youthful look and combat signs of aging.

**Searchable:** Yes

**ZMOT\_experiences:**

**Information Gathering:** Users might search for "anti-aging skincare routine," "best products for youthful skin," "how to combat wrinkles."

**Consideration:** Reviews and comparisons of anti-aging products, articles on specific concerns like wrinkles.

**Keywords:** anti-aging skincare, youthful skin tips, how to combat wrinkles

### Category 2: Skin Health and Concerns

**Description:** Users are insecure about skin health, concerned about aging effects, and experience dryness or irritation from retinol.

**Searchable:** Yes

**ZMOT\_experiences:**

**Information Gathering:** Users might search for "retinol side effects," "skincare routine for sensitive skin," "healthy skin tips."

**Keywords:** retinol side effects, skincare for aging skin, healthy skin routine

### Category 3: Gentle and Effective Skincare

**Description:** Users seek gentle yet effective skincare solutions, particularly for concerns like aging.

**Searchable:** Yes

**ZMOT\_experiences:**

**Information Gathering:** Users might search for "gentle retinol cream," "effective anti-aging products," "affordable skincare for mature skin."

**Keywords:** gentle retinol, effective anti-aging products, skincare for mature skin





TENSIONS 01

## Desire for Youthful and Healthy Skin Amid Aging Concerns

### Category 4: Stress and Makeup Impact

**Description:** Users are concerned about the negative impact of stress and makeup on skin health.

**Searchable:** Partially

**ZMOT\_experiences:**

**Information Gathering:** Users might search for "stress management for healthy skin," "best makeup removers." (Limited searchability for stress management)

**Keywords:** stress and skin health, best makeup removers

### Category 5: Radiant and Glowing Skin

**Description:** Users desire brighter, healthier-looking skin with a radiant glow.

**Searchable:** Yes

**ZMOT\_experiences:**

**Information Gathering:** Users might search for "how to achieve glowing skin," "products for radiant skin."

**Keywords:** glowing skin tips, radiant skin products

## There's Room to Improve Search Strategies

As seen in the example, the tensions that the brands address on different platforms don't necessarily carry over to the tensions that they address through search. This means that there is room for them to improve their CX by aligning their communications across platforms.

# Thank you

[ask@somin.ai](mailto:ask@somin.ai)

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