



## Growing a global brand strategically with a constant flow of market research data

Tweezerman leverages an arsenal of market research surveys to put consumers at the center of its strategy and track the health of its brands in the U.S., Asia, and Europe.

**TWEEZERMAN**  
The Beauty Tool Experts

### SURVEY DATA

**10 out of 50**  
product ideas validated  
through surveys

**10**  
market research  
studies a year

**1,000**  
consumers surveyed  
per country

### THE CHALLENGE

## Developing a consumer-centric approach based on data

Tweezerman prides itself in its product innovation and its consumer-centric business strategy.

The premium beauty tools maker uses market data to put the consumer at the center of its product and brand development, says Business Development Coordinator Julia Bland: “In which retailers and departments do we find our main shoppers? Which product do we launch? What are the needs of local markets?”

That’s why over 3 years ago Tweezerman launched an in-house market research program to support its consumer-centric approach.

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*“It’s no longer about intuition. We develop our brands based on quantitative consumer feedback and holistic, global market knowledge.”*

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**Julia Bland**  
Business Development  
Coordinator, Tweezerman

## THE ANSWER

# Using agile market research to obtain crucial data for strategic brand decisions

Tweezerman needed an end-to-end market research solution that would enable reliable studies in the shortest possible time.

In today's increasingly consumer-focused retail world, it's crucial to conduct agile market research that informs product development and brand strategy in real time.

So Tweezerman established a recurring market research program to prop up its consumer-centric approach, launching brand trackers and brand pulse studies in the U.S., Europe, and China.

"We collaborate with SurveyMonkey to get real consumer input," Bland says.



## THE TAKEAWAY

# Market data helps brands develop globally with fast consumer feedback at scale

Over the last three-plus years, Tweezerman's market research program has generated a stream of reliable consumer data on which to base its global brand strategy.

"We get deeper knowledge where sometimes we only had an intuition. SurveyMonkey Audience has really good panels," Bland says. She can reach a "big sample size" without stretching the available budget and can "validate everything by consumers" in a few days.

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*"SurveyMonkey helps us get consumer input in a short period of time for a relatively small budget."*

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And Bland knows she can rely on the Audience Customer Experience team whenever she needs expert help.

"It's really amazing customer support," she says. "That's one of SurveyMonkey's competitive advantages."

### Company

Tweezerman, member of the ZWILLING Beauty Group

### Strategic goal

Consumer-centric business strategy

### Solution

SurveyMonkey Audience

### Success factor

Always-on market research