

86318 SKY HIGH MASCARA: T2B CLAIMS SUMMARY

Provided by: Conquest 05.2021

CLAIM: My lashes look better than with my usual luxury mascara

%

Number of Participants	101
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R5. Below are some statements that could apply to this mascara product in comparison to the [INSERT LUXE BRAND USED MOST OFTEN] mascara you currently use. Now that you have used this product, for each statement, please give the product a score between 1 and 5 to show how much the statement applies to it (Ranked)

My lashes look better than with my usual luxury mascara	Number of People Agree	70.3
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R5. My lashes look better than with my usual luxury mascara	Number of Participants	101
	Does not apply at all 1	2.0
	2	7.9
	Neutral 3	19.8
	4	33.7
	Applies Totally 5	36.6
	B2B	9.9
Result	70.3	

S15b. And from those shown below, which brand of mascara do you use most often?	Number of Participants	101
	%	
Lancôme	21.8	
Benefit	20.8	
Clinique	9.9	
MAC	7.9	
Charlotte Tilbury	5.9	
NARS	5.0	
Urban Decay	5.0	
Estee Lauder	4.0	
Bare Minerals	3.0	
Chanel	3.0	
Christian Dior	3.0	
Too Faced	3.0	
Kat Von D	2.0	
Laura Mercier	2.0	
Yves Saint Laurent	2.0	
Clarins	1.0	
Pixi	1.0	
Avon	0.0	
Barry M	0.0	
Bobbi Brown	0.0	
The Body Shop	0.0	
Boots 17	0.0	
Boots No 7	0.0	
Bourjois	0.0	
Collection 2000	0.0	
Cover girl	0.0	
Elizabeth Arden	0.0	
Essence	0.0	
Gosh	0.0	
Huda Beauty	0.0	
Illamasqua	0.0	
It Cosmetics	0.0	
Kiko	0.0	
L'Oreal Paris	0.0	
Makeup Academy (MUA)	0.0	
Max Factor	0.0	
Maybelline New York	0.0	
Models Own	0.0	
Miss Sporty	0.0	
NYX Professional Makeup	0.0	
Natural Collection (Boots)	0.0	
Revlon	0.0	
Rimmel	0.0	
Stila	0.0	
Sleek	0.0	
Smashbox	0.0	
Tarte	0.0	
Tom Ford	0.0	
Other Supermarket / Own Brand	0.0	
Other - specify	0.0	