



MARKET RESEARCH – SKINNOVA

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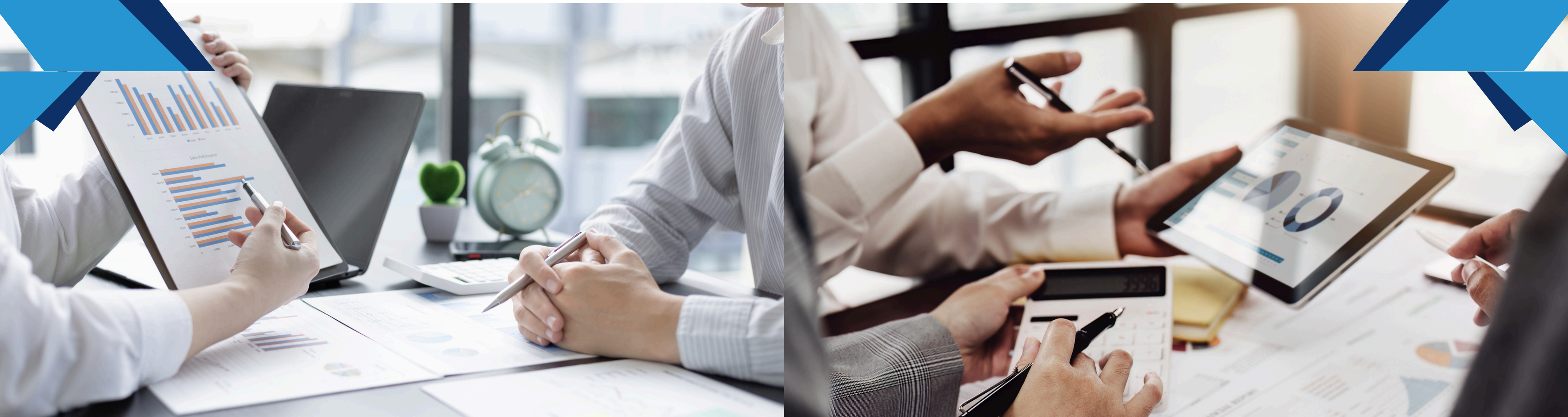
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Brand Snapshot (About Us)

SKINNOVA is a Vienna-based skincare brand rooted in natural ingredients and minimalist design.

Its mission: Build trust and visibility through strong digital presence and clean UX-first branding.



Target Persona

Persona Profile

Persona: Lisa, 29 – Berlin

- Urban, skincare-aware, shops via mobile
- Follows skincare creators on TikTok & Insta
- Looks for brands with purpose + clean visuals

Needs: Trust, transparency, ease

Pain

Points: Overchoice, lack of clarity, greenwashing

Market Trends

🔍 Top Consumer Shifts

- Clean Beauty is mainstream: 72% of Gen Z buyers check ingredients before purchase
- Transparency > Hype: Brands with clear ingredient sourcing + science-backed claims gain trust
- Minimalist routines rising: “3-step skincare” replaces 10-product routines

📱 Digital Behavior

- TikTok as Search Engine: Gen Z discovers brands via TikTok – not Google
- Instagram = Trust Layer: Social proof through reels, carousels & UGC = Kauf-Auslöser
- Mobile > Desktop: Over 85% of skincare purchases start on mobile

📊 Strategic Brand Moves

- DTC brands kill retail laggards: Fast-shipping, funnel-optimized brands outperform
- Founders as Faces: Founder-led brands outperform faceless corporations in brand trust
- Content = Sales Tool: Educational reels & “before/after” storytelling drive conversion

🎯 Takeaway for SKINOVIA

The market demands clarity, speed and purpose. SKINOVIA can win by showing up sharper, faster and cleaner – in message, design and funnel.



Brand Strengths/Weaknesses

Junglück

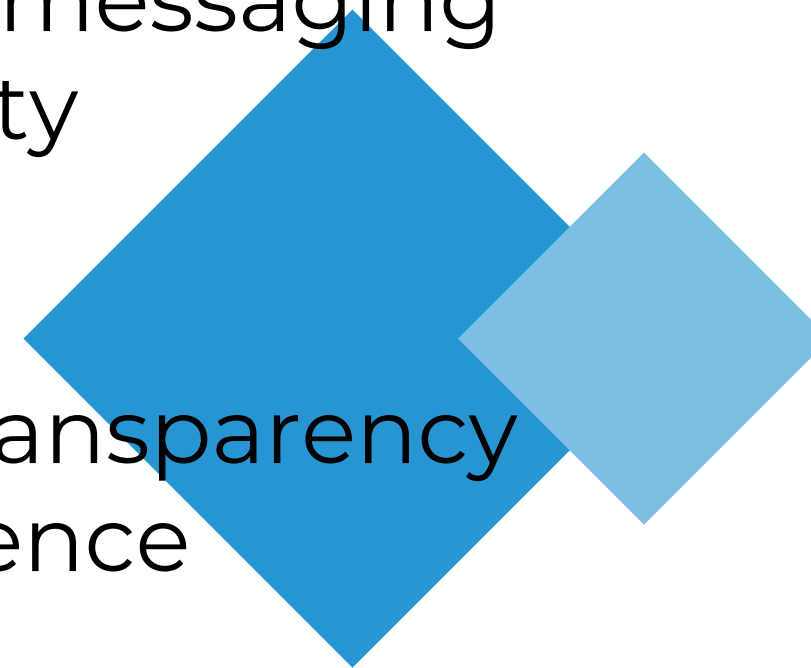
- ✓ Strong brand trust ✓ Sustainable image ✓ Clean visuals
- ✗ Overcrowded product layout ✗ Weak mobile optimization

HelloBody

- ✓ Influencer-based traction ✓ Emotional messaging
- ✗ Gimmicky design ✗ Low brand longevity

Nø

- ✓ Minimalist design ✓ Clear ingredient transparency
- ✗ Limited storytelling ✗ Cold user experience



Opportunity Map

- 🧠 What the market lacks, SKINOVA can own:
- Funnel-first UX = Advantage
 - → Most brands still rely on outdated navigation trees.
 - → SKINOVA delivers scroll-based flow: One path, one goal, no friction.
- Design = Trust Multiplier
 - → While others confuse with clutter, SKINOVA builds clarity.
 - → Every pixel supports conversion, emotion, identity.
- SEO Gaps = Organic Growth Potential
 - → Target low-competition, high-intent keywords:
 - “clean skincare 2025”, “minimal face cream”, “transparent beauty routine”
 - → SKINOVA can dominate long-tail verticals with structure + content.
- Conclusion:
- Aesthetic clarity + funnel structure + niche SEO = brand authority.



Visual Identity Audit

BrandDesignVisual ExperienceConversion Risk

Junglück

Eco-organic overload
Feels safe, but too serious
Heavy text, cognitive drain

HelloBody

Hyper-feminine chaos
Trendy, young, unserious
Trust gap, high bounce rate

Nø

Hyper-minimal black/white
Sharp, but emotionally cold
Low brand attachment

SKINOVA

Soft clarity + modern gradient
Trustworthy + elegant
Emotion meets structure



Exploratory: This research is general and open-ended, usually involving long-term interviews with individuals or groups.



Specific: Research is more precise and is used to solve problems found in exploratory research. This involves a more structured, formal interview

Strategy

Recommendations

Branding Layer

- Soft beige + clean green = grounded clarity
- Modern sans-serif, generous whitespace
- Consistent feel across product, packaging, web, social

Funnel & UX

- Start: Hero with value prop + CTA
- Trust Layer: 3 brand promises + micro-icons
- Product Focus: 2 bestsellers w/ USPs
- Proof Section: Testimonials + skin story UGC
- Final CTA: anchored + repeated

Lead & Launch

- PDF Lead Magnet: “Your 3-Step Clean Routine”
- Funnel = opt-in → email → welcome offer
- Campaign = “Build Your Routine” Challenge (7 days / IG Reels)

Content Engine

- UGC + expert reels → “Day 1 skin / Day 7 glow”
- Founder voice: behind the brand, not behind the scenes
- Weekly rhythm: 2x TikTok, 3x Stories, 1x carousel, 1x newsletter



LET'S BUILD SKINNOVA

THE BRAND MESSAGE:

"SKINCARE THAT LOOKS AS CLEAN AS IT FEELS. MINIMALIST. HONEST. SCALABLE."

LAUNCH ROADMAP:

PHASE 1: FINALIZE BRAND KIT & UX PROTOTYPE (2 WEEKS)

PHASE 2: LAUNCH SCROLL-FUNNEL & CONTENT ENGINE (4 WEEKS)

PHASE 3: ORGANIC SEO & PAID TRAFFIC TESTING (MONTH 2-3)



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