



**LUSH
FRESH
HANDMADE
COSMETICS**

**An online community by
like minded people**

How can a company make use of an online community that has not been created by the company itself?



Hypothesis

Community

What is a community?

- Shared interest, value or goal
- Experience
- Company generated communities

Who is Lush

- Cosmetics company
- Cruelty free
- Vegan





'We do not waste money on excess packaging, advertising, expensive marketing, and storage facilities for large stock-holding to make profits through economies of scale.'

Lush Cosmetics NL BE - Facebook group

- April 2015
- 1800 members

Lush target audience

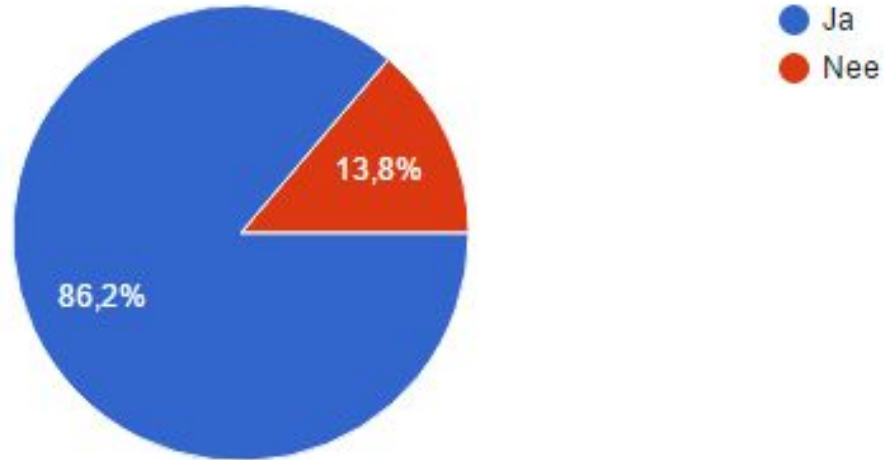
- working women aged 20 to 35
- Healthy lifestyle

Audience Analysis Facebook group

- 60% is the age of 18 to 24
- 95% female
- 99% already has a product of Lush

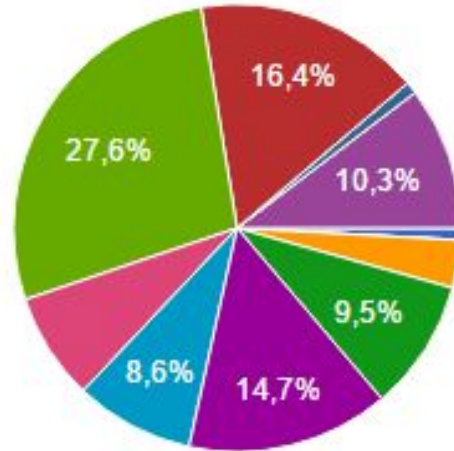
Survey Lush Cosmetics NL BE

Would you rather buy Lush than any other brand?



Survey Lush Cosmetics NL BE

How many Lush products do you have?



Why Lush

- Because it is vegan and organic
- Because it is animal friendly
- Because it is environmentally friendly
- The smell
- It is hand made
- It is fresh
- The brand is fair
- No allergic reactions

Negative on Lush in their Facebook

- They have their own page why would we want them here?
- Easier to give your opinion without Lush here.
- The group shouldn't go commercial.
- People would want to join the group, thinking there would be special offers.
- Don't think it matches the brand image
- The group is about the consumer, not the company

Positive on Lush in their Facebook

- They know everything about their products
- To see what we think of the products
- To provide the group with some advice
- On some questions I would like to see the reaction from Lush
- To see how their average customer reacts to their products
- To provide us with quick and right answers
- To hear our feedback
- So Lush can ask for advice
- Added sociability.

Employees





What about the customers?

Lush inside the community

- Providing special offers
- Asking their community for ideas on new products
- Arranging special trips to their stores with other Lush fans
- To ask the community for feedback on products



What if...