

Assisted a legacy BPC brand to assess the competition's DTC and Gen Z strategy



Client

Legacy Beauty & Personal Care (BPC) Brand



Project

Gen Z & Direct-to-Consumer (DTC) Strategy Benchmarking



Objective

Equip the client with a comprehensive understanding of how DTC-first BPC brands successfully capture and engage Gen Z consumers — and what legacy brands can adopt to stay competitive

Scope of Work

Conducted a competitive assessment of top-performing legacy and emerging DTC-first BPC brands, analyzing:

- **Social media presence:** followers, content frequency, engagement rates, content formats
- **Marketing strategies:** influencer collaborations, sustainability messaging, personalization, and tech integration (AI, AR/VR)
- **Sales models:** DTC platforms, omnichannel strategies, ad/marketing spends

Carried out primary research, including:

- In-depth **interviews with DTC brand founders** to understand growth levers, customer acquisition models, and operational insights
- Interviews with **Gen Z influencers** to decode content formats, trends, and engagement tactics that resonate with younger audiences

Approach

Adopted a hybrid research methodology:

- Secondary benchmarking of DTC and digital performance
- Primary insights from direct stakeholders (brand builders + Gen Z creators)
- Synthesized findings into a **strategic Gen Z playbook, outlining actionable opportunities** for the client to modernize its DTC presence

Outcome & Impact

- Uncovered winning **DTC playbooks tailored for Gen Z behavior**
- Identified gaps in the client's current DTC strategy and presented targeted recommendations
- Helped the client align its brand voice, digital content, and DTC models to appeal to next-gen consumers



Secondary Research ☒



Primary Research ☒



Data Modelling ☐