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Introduction
 In a world where beauty takes such a great place, lipstick is probably the product that translates best inner feelings and that cannot be considered apart from the situation in which it is used. That is why in this study we tried to **understand the usage of lipsticks through pictures of emotional states to which they can be associated.**
 Data : 80 judges tested all 8 lipsticks (pink, brown, plum and red, each in shiny and matt) and answered about 200 questions

CONSUMERS' DATA

Emotional states

Data Collection

- The consumer can use 21 pictures that represent different emotional states met every day. Three main picture groups : positive, negative and neutral.
- She associates to each lipstick at least one picture, considering that a picture can be used several times for different lipsticks.

Examples

Context

Data Collection

- The consumer listens to 7 situations that represent scenes of their every day life
- For each situation, she gives a mark for the usage she would have of the lipstick

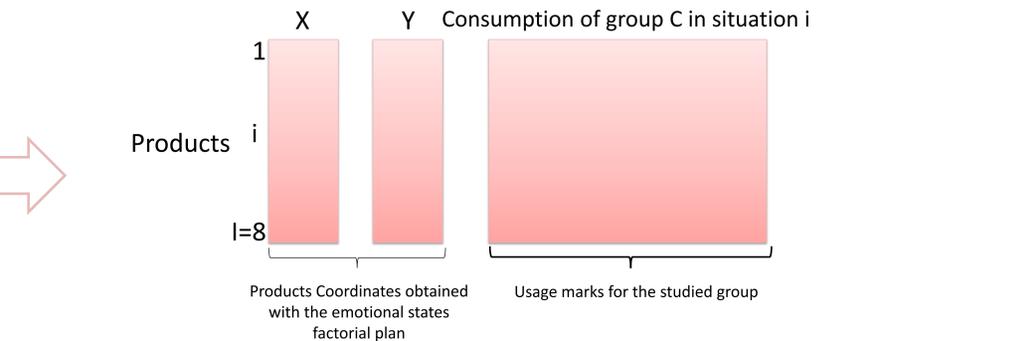
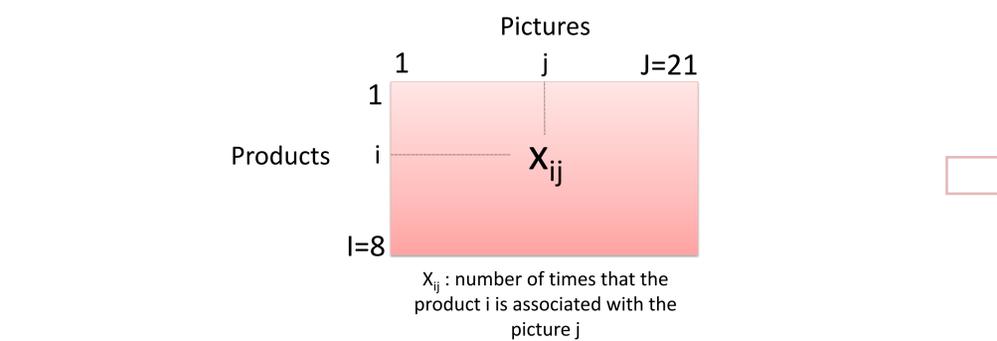
Examples

At work

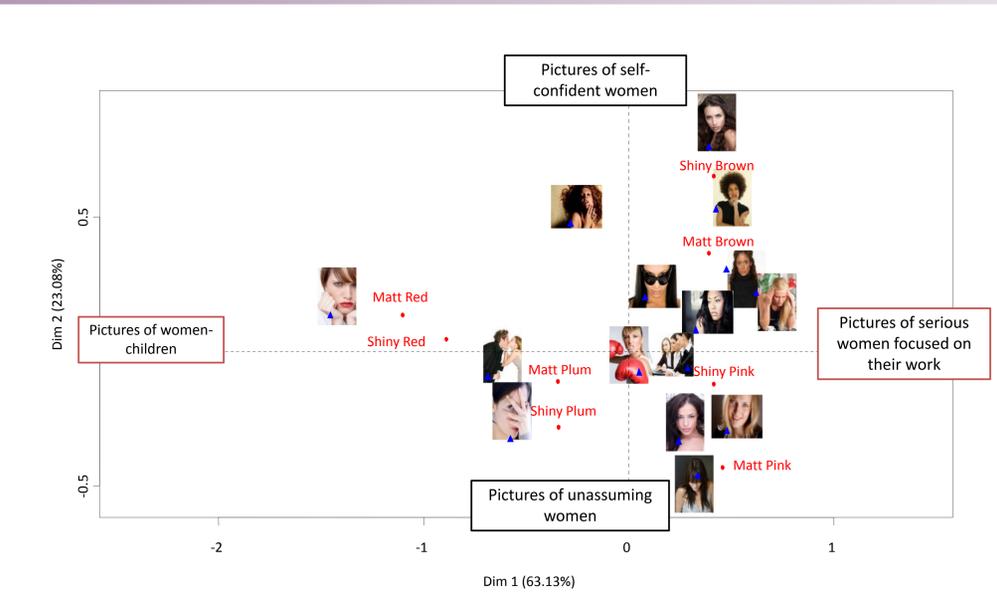
« It is half past seven in the morning, after getting up, I get dressed and go in my bathroom like every day. Like I am used to, I get prepared to go to work, have a shower and brush my teeth, after using my skin moisture like every day and using my make-up, I put on the final touch : my lipstick ; I look professional and go to work.»

A night out with girlfriends

« It is nine p.m, we are three girlfriends in my bathroom, we get prepared for a girls night out (pub, night club) between two laughs, we exchange our make-up until I accidentally find this particular lipstick, tonight I am going for it !.»

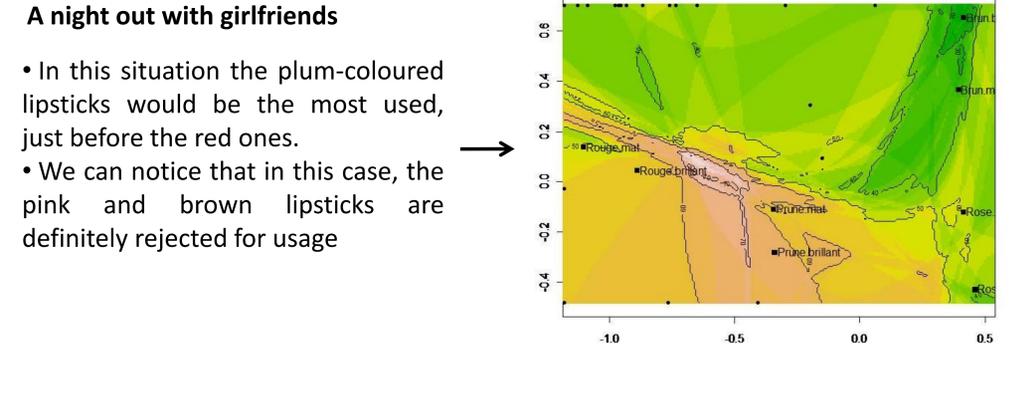
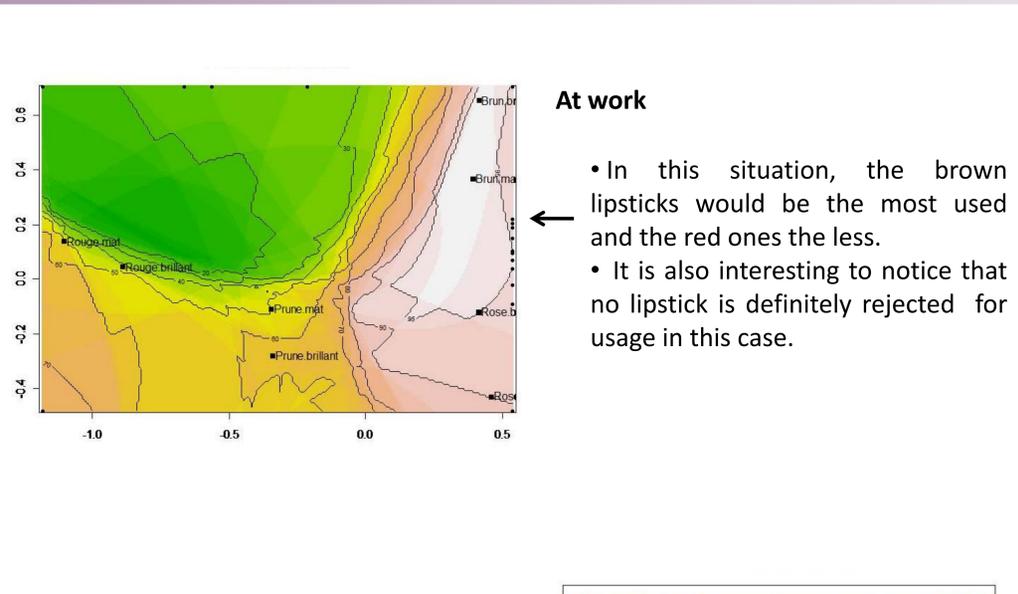


FACTORIAL MAP



- We can notice a strong structure between the pink/brown lipsticks and the red/plum ones.
- Matt and Shiny Red: woman-child (in love, sulky and shy)
- Matt and Shiny Plum: shy, in love and romantic women
- Matt and Shiny Brown : self confident women (wild, sensual and thinking)
- Matt Pink: unassuming women in seduction situation (happy, enchantress, blushing)
- Shiny Pink: unassuming women in formal situations (professional)

USAGE MAPPING



Conclusion
 Non-trained consumers were able to associate lipsticks with emotional states and find an agreement on their way of choosing them, which enabled us to build a factorial plan. Thanks to Intimate Projective Mapping, one can easily understand in a quick glance how a female consumer would use a particular lipstick in a specific every day situation. The reading of an intimate projective map is visually simple and pleasant and could thus be used in for marketing and advertising purposes.