

5 Key success Factors for a brand community

Some Lancôme Rosebeauty learnings



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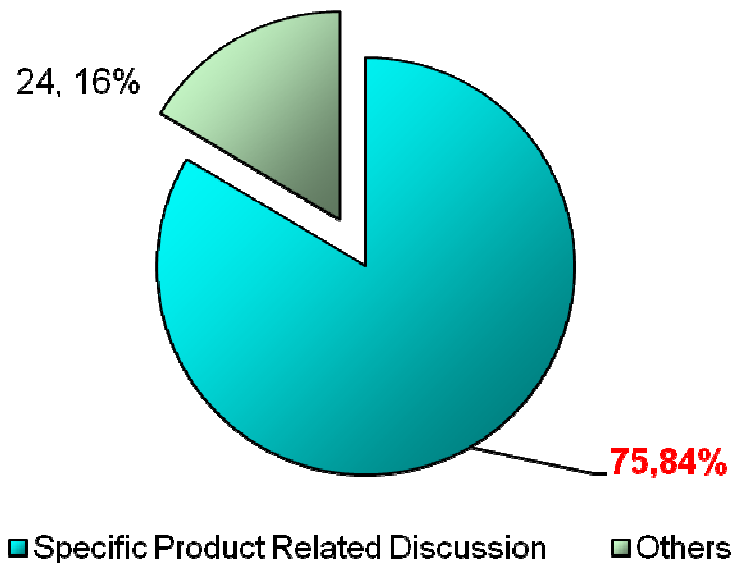
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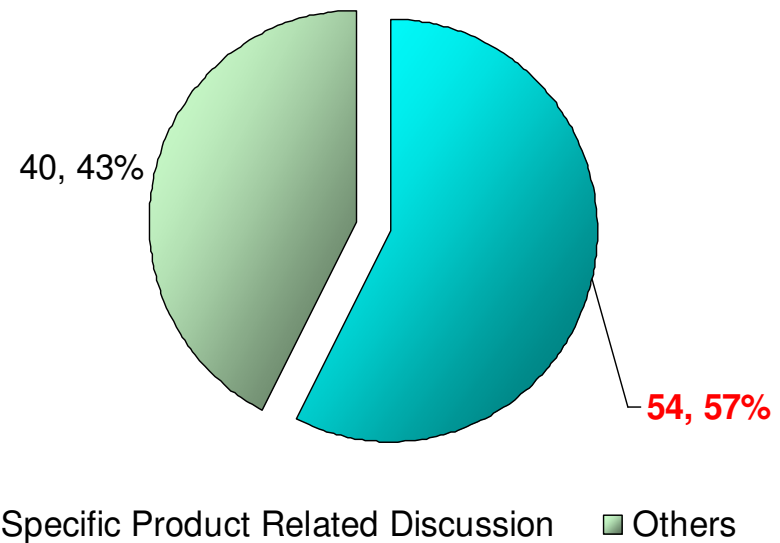
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Example: discussion topics on famous women vertical website

Content Categorization of Conversations



Content Categorization of Most Participated Conversation

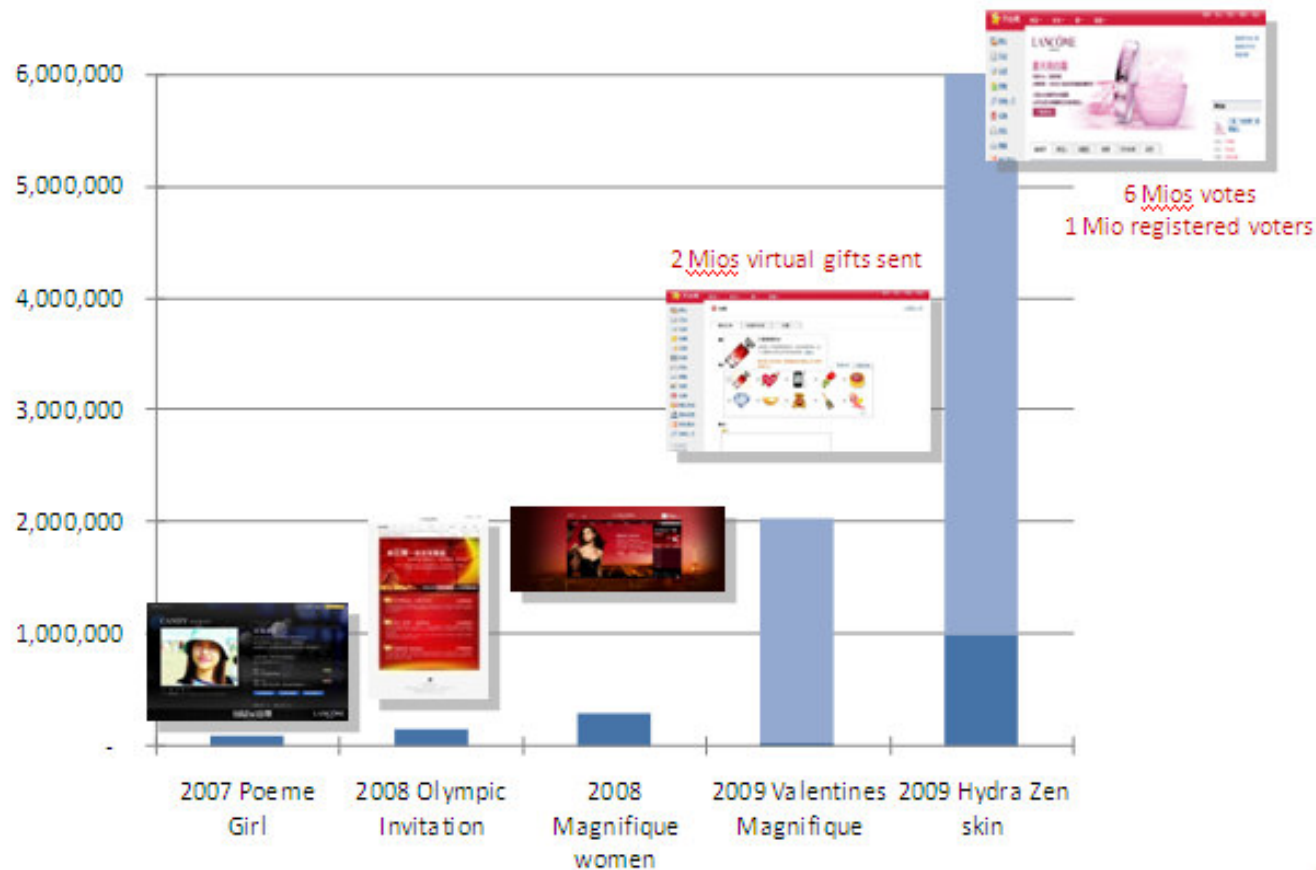


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Newbie posting: just finish shopping in Hong Kong, thanks to the learning got on your site



Products the poster bought in Hong Kong

Sample Quote: I have been reading Kenjijoel's posts recently and after studied his recommendation, I bought the listed products and start my skincare plan.

- 大家帮忙给我看看这些够平时用了吗？
- 1.露得清Ultra Sheer轻盈防晒露SPF 55
 - 2.Biologique胶原精华8ml x 2
 - 3.Cetaphil丝塔芙洁面乳 473ml
 - 4.Cetaphil长效保湿霜 453g
 - 5.afirm 2X-2倍维他命A毛孔细致紧肤霜30g x 2
 - 6.Biologique鸢尾植物血清8ml x 1
 - 7.Bliss★high intensity hand cream★超润滑高效护手霜
 - 8.Bliss★daily detoxifying facial toner★排毒保湿爽肤水
 - 9.MAC★Frost Nail Lacquer★最新彩色时尚指甲油
 - 10.Benefit★Eyecon★黑眼圈去除遮盖眼霜
 - 11.玫瑰液体润唇膏
 - 12.大S推荐玛姬儿纸膜(加厚型)
 - 13.Skin Food 白雪公主苹果净白化妆水

List of products the poster bought based on other member's experience sharing

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“fake” Lancôme advertising created by a fan



User-generated video clip : “I’m a Lancome Hydrazen Pink Collar lady”

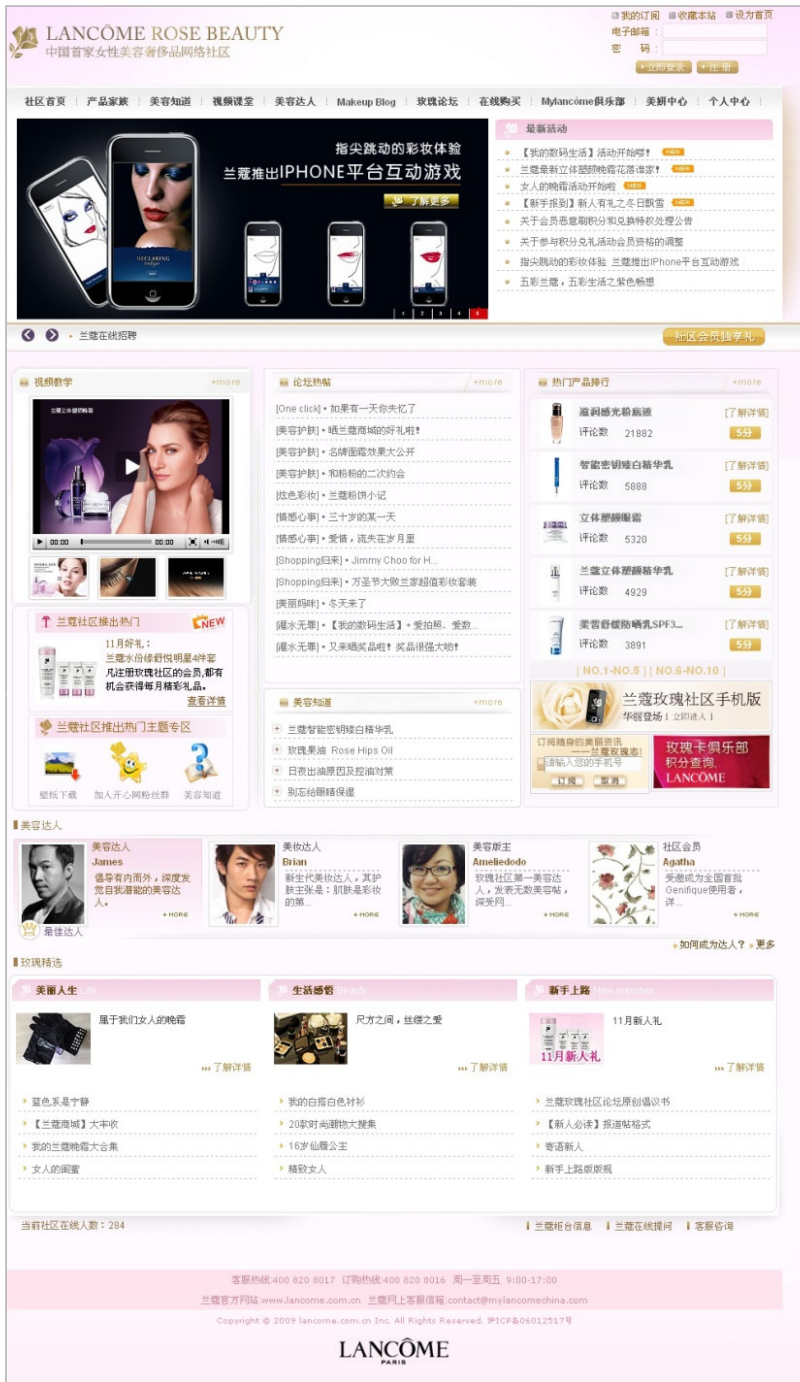
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5. A strong brand community is much more about quality than quantity: seeding is NOT the right way...

Data Source Monthly Ranking, Sep 2009

Rank	Data Source	Posts		Posters		Conversations		Post/Poster
		YTD	Growth %	YTD	Growth %	Total	YTD	Current month
1	club.women.sohu.com	3,045,283	-21.2%	124,213	11.4%	11,568	24,271	27
2	rosebeauty.com.cn	940,617	53.5%	42,482	43.2%	6,788	11,417	31
3	bbs.55bbs.com	856,654	-7.0%	127,995	248.9%	3,587	14,869	28
4	tianya.cn	798,169	211.1%	162,440	626.7%	6,119	19,688	16
5	bbs.lady.163.com	1,156,158	4.3%	197,981	132.7%	7,887	27,801	12
6	bbs.yoka.com	649,321	19.1%	76,684	51.2%	5,479	13,309	11
7	19bu.com	269,165	76.9%	66,386	569.0%	2,141	11,755	23
8	bbs.trends.com.cn	527,472	23.5%	29,667	67.0%	2,077	5,259	20
9	bbs.onlylady.com	378,058	1.3%	50,043	147.1%	3,320	9,005	11
10	dianping.com	31,896	N/A	3,669	N/A	2,016	2,016	16





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LANCÔME
PARIS