

Social Listening Report: Sol de Janeiro

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Brand Introduction

Sol de Janeiro is a Brazilian-inspired beauty brand. It is known for its viral, luxurious skin and body care products that celebrate, plump, and nourish the body. All while developing and promoting products that connect and display the spirit of Brazil. Their iconic product, the Brazilian Bum Bum Cream, has garnered a cult following due to its popularity on social media. Their Cheirosa Perfume Mists are also now seeing similar increases in popularity. Sol de Janeiro primarily offers body care products. This includes body creams, oils, shampoos, conditioners, scrubs, deodorants, fragrances, sunscreens, and shower gels. Their products are infused with Brazilian-inspired ingredients like cupuaçu butter, coconut oil, and açaí.

Sol de Janeiro's target audience is primarily women who appreciate indulgent, luxurious self-care rituals and body positivity. Customers are drawn to the brand's vibrant packaging, alluring scents, and unmatched textures. Sol de Janeiro is uniquely positioned in the beauty market by combining Brazilian-inspired ingredients, experiences that capitalize on the customers' senses, and body positivity messaging. They face competition from other premium body care brands. However, they have created a strong, distinct brand identity and focus on self-love rituals that help to differentiate them.

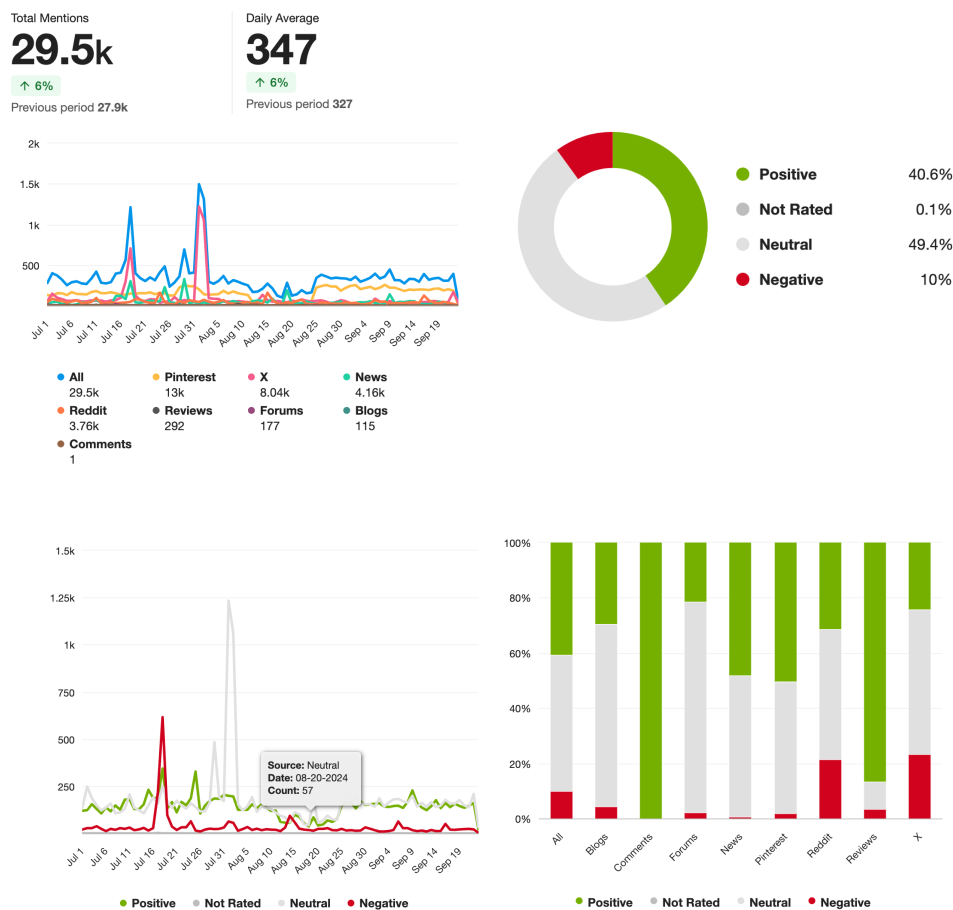
Overall Brand Health

Sol de Janeiro has garnered significant reach this quarter, with 29.5k mentions. The brand's presence is strongest on visually-driven platforms like Pinterest, which accounts for over 13k mentions and an overwhelming 25.2M engagements, highlighting the brand's aesthetic appeal. While mentions and engagement on platforms like X and news outlets are lower, they still contribute to a substantial overall reach.

The overall sentiment towards Sol de Janeiro leans positive, sitting at 40.6% of favorable mentions. However, a significant portion (49.4%) remains neutral, leaving a lot of room for the brand to further increase their positive sentiment. Their top keywords and hashtags reveal that conversations frequently revolve around "scent," "beauty secrets," and the brand's iconic "Bum Bum Cream." The reoccurrence of lifestyle terms like "best friends," "relaxing candle," and "books study bedding" further suggests that the brand has successfully integrated itself into its consumers' desired aesthetic, self-care routines, and general lifestyle.

The digital visual landscape of Sol de Janeiro is dominated by images of people, perfume bottles, and personal care items, underpinning the brand's focus on beauty and

pampering. Uniquely, “TikTok” is recognized as a leading product mention. This indicates the platform’s significance in driving engagement and awareness for the brand. While their primary product “Bum Bum Cream” remains a focal point, mentions of “lip oil” and “jet lag mask” suggest the consumers’ wants from the brand that is always expanding its product line. This highlights opportunities for Sol de Janeiro to leverage visual storytelling and platforms to further connect with its audience and consider or promote new offerings.



Issues and Risks

While some praise Sol de Janeiro's signature scents, others find them artificial, overpowering, or even headache-inducing. This discrepancy in perception creates a risk of alienating a market of customers who are sensitive to strong scents or simply dislike their unique scent profiles. This is clear in multiple Reddit threads where users complain about the strong smell, saying that it is “vile” and “headache inducing.” Also, on Twitter, users show their dislike for the brand’s scents, calling it "basic" and smelling like "overly sweet rubbing alcohol." Their polarizing scent profile presents a risk for Sol de Janeiro. This discrepancy could deter a significant portion of the market that prefers subtle or different fragrances.

Several Reddit and X mentions note the high price point of Sol de Janeiro products. Some users specifically mention the price of the body creams and perfumes. Although this pricing strategy aligns with the brand's luxurious image, it could hinder its growth potential in a market where consumers are increasingly open to seeking out dupes or lower-cost alternatives. The expansion of platforms and brands offering similar products at a fraction of the cost poses a challenge for Sol de Janeiro. This is crucial because today's consumers prioritize value and are willing to explore options that deliver comparable results without the premium price tag. One X user even regrets their purchase, noting they "should've known better" due to the high price. The sentiment expressed underscores the importance of price sensitivity on impact brand loyalty and growth, especially for luxurious body and skin care products.

A few Redditors expressed dissatisfaction with Sol de Janeiro products, arguing the products are overhyped and don't live up to the expectations created by marketing. A disconnect between expectations and reality leads to negative reviews and decreased brand loyalty, especially in an environment where cheaper "dupes" offer a tempting alternative. This sentiment is echoed on Reddit, where users share regret over purchasing products due to being influenced by social media, finding the scent "plasticky" and the hydration lacking. If the expected benefits of Sol de Janeiro products do not align with the actual consumer experience, it could damage the brand's reputation and impact sales.

Potential Crises and Negative Outcomes

The mix of controversial scents, luxurious pricing, and potentially overhyped marketing exposes Sol de Janeiro to a few significant risks. Firstly, if the negative sentiment around the scent profile continues to grow, it could lead to an extensive perception of the brand as trashy or even unpleasant, impacting sales and limiting its market growth potential. Secondly, the high price point, particularly in the current economic climate and with the abundance of affordable dupes, might trigger a backlash against the brand. This opens the company up to accusations of elitism and could lead to the possibility of further eroding consumer trust. Finally, if the perceived gap between marketing claims and actual product performance widens or is proven true, the company could face a significant loss of credibility and customer loyalty. All of these risks could culminate in a social media crisis, where negative reviews and experiences take prominence and go viral, significantly damaging the brand's reputation and sales.

Recommendations

To mitigate these risks and guarantee continued brand growth, Sol de Janeiro needs to implement a multi-step approach. Firstly, it could be worthwhile to consider and research the expansion of the fragrance range to develop more subtle or universally appealing options. For example, introducing fragrance-free versions of popular products or developing new scents based on consumer feedback. Secondly, Sol de Janeiro should consider ways to make the brand's price point more accessible without compromising its luxury positioning. This could be addressed by offering limited-edition sets/bundles at a discounted price or partnering with micro-influencers to

offer exclusive discount codes. Lastly, it is necessary to prioritize transparency and authenticity in Sol de Janeiro's marketing efforts. A concentrated focus on displaying customer testimonials and the unique product benefits without exaggerating claims. Sol de Janeiro should also consistently be engaging with its online community to address concerns and manage expectations. By proactively addressing these risks, Sol de Janeiro can strengthen its brand image and continue to expand its customer base.

Conclusion

In conclusion, Sol de Janeiro boasts a strong online presence and positive overall sentiment, driven mainly by its visual appeal/aesthetics and success on platforms like Pinterest. However, addressing concerns around controversial scents, possibly inaccessible pricing, and perceived marketing exaggerations is pivotal to sustaining growth and brand loyalty. By continuously listening to consumer feedback and implementing strategic changes, Sol de Janeiro can further solidify and grow its strong position in the competitive beauty market and continue to execute its mission of inspiring self-love and confidence in its customers.