

WINNING SHOPPERS BEYOND PRICE

REDEFINING THE VALUE EQUATION

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90% UK CONSUMERS SAY
COST OF LIVING IS THE
MOST IMPORTANT ISSUE
THEY FACE

FOOD.....	7000.00
MORTGAGE.....	8745.00
SCHOOL FEES.....	10364.00
ELECTRICITY.....	1324.00
BANK LOAN.....	948.00
INSURANCE.....	948.00
GAS.....	948.00

A woman with long brown hair, wearing a blue top and glasses, is sitting at a desk and writing in a spiral notebook. The image is dimly lit and has a dark overlay. Large, bold text is superimposed over the image. The text reads: "67% OF UK CONSUMERS ARE SPENDING LESS ON NON-ESSENTIALS". The "67%" is in orange, and the rest of the text is in white.

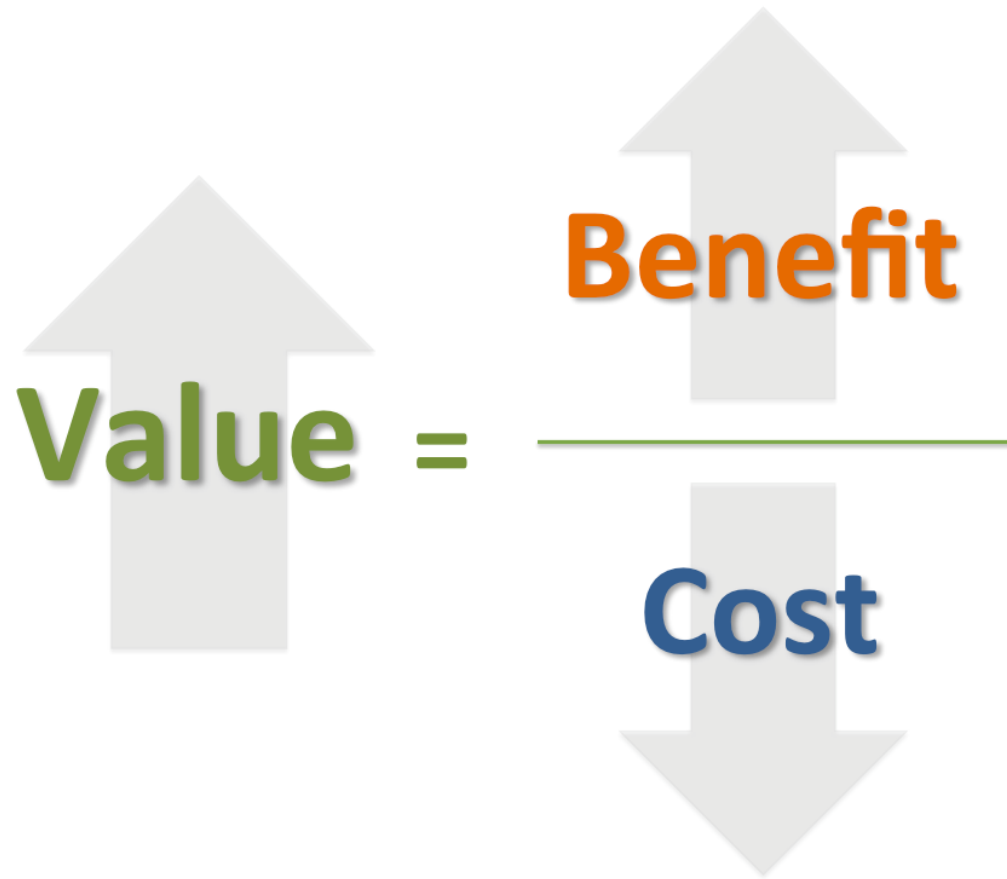
67% OF UK CONSUMERS
ARE SPENDING LESS ON
NON-ESSENTIALS

The Challenge and Our Agenda

- Private labels are gaining; shoppers are cutting back—even on basics.
- Brands must make value visible through performance, trust, and innovation
- Today we will use Hero Cosmetics – the makers of Mighty Patch as a case study, showcasing a brand that wins the value equation.



Redefining Value Beyond Price



Quality & Trust: Performance, safety, and credentials

Innovation: Formats, features, new solutions

Emotional Connection: Brand heritage, purpose, relevance

Experience: Convenience, service, and ease of use

Sustainability: Ethical, eco-friendly, and certifications

Price: What the shopper pays

Effort: Time and energy to find, buy, and use

Risk: Perceived risk of trying something new





Case Study

Hero. MIGHTY PATCH™

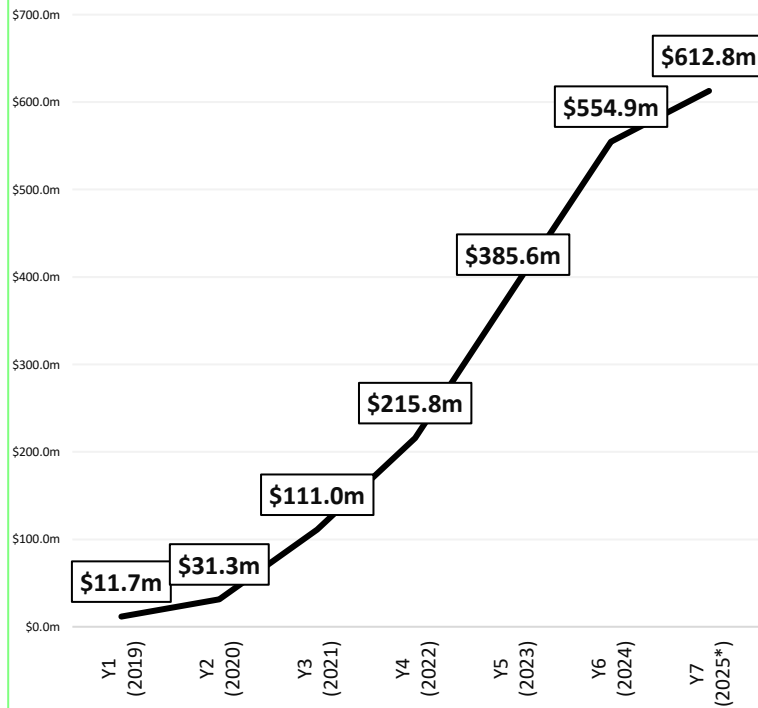


Why are we choosing to speak about Hero. ?

Hero. has become
#1 brand for Spot
 Patches



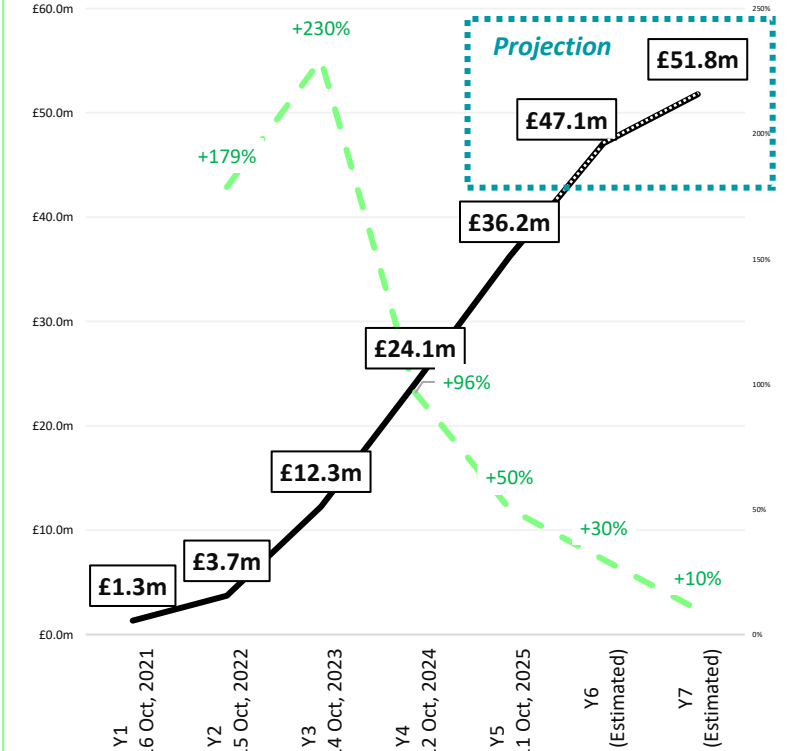
US Spot Patches - Value Sales



Value Sales



UK Spot Patches - Value Sales



Value Sales

% Chg vs. YA



TOGETHER WE HAVE
 THE POWER TO WIN

NIELSEN

MULO | 2025 = MAT 52we 19.10.2025

CIRCANA

All UK Outlets | Data ending 11.10.2025



**BUILD TRUST THROUGH
EMOTIONAL CONNECTION**

Build Trust through ... Emotional Connection

Why Hero Cosmetics' mighty patch campaign cracked the acne stigma

Share



By The Drum, Editorial
The Drum
NOVEMBER 18, 2025 | 7 MIN READ



[Listen to article](#) 6 min 16 sec

The 'Hero Mighty Patch' campaign by Humanaut won gold in Advertising Creative Humor at The Drum Awards by injecting humor into acne treatment, portraying pimples as obnoxious characters that audiences laugh at, thus reframing the category and achieving standout results.



- Relatability:** Humour captures the everyday reality of acne without judgment.
- Disruption:** In a category dominated by seriousness, laughter stands out.
- Empowerment:** By mocking pimples as silly antagonists, Hero shifts the emotional tone. Acne is no longer scary—it is beatable, even laughable.



TOGETHER WE HAVE
THE POWER TO WIN

A woman with long dark hair, wearing a light-colored top with a floral pattern at the bottom, stands in a pharmacy. She is holding a white bottle in her right hand and a small white pill in her left hand. The background shows shelves stocked with various pharmaceutical products.

BUILD TRUST & LOWER PERCEIVED RISK THROUGH CREDENTIALS



TOGETHER WE HAVE
THE POWER TO WIN

Build Trust & Lower Perceived Risk through ... Credentials

EFFICACY



POPULARITY



REASSURANCE

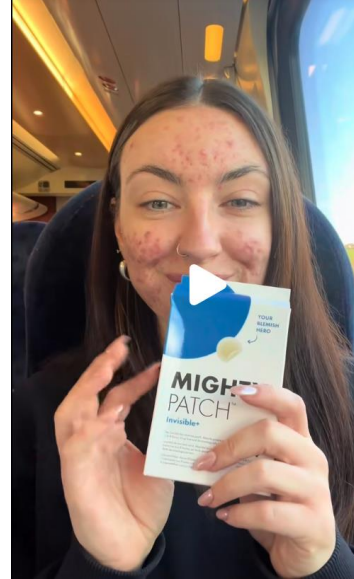


TOGETHER WE HAVE
THE POWER TO WIN

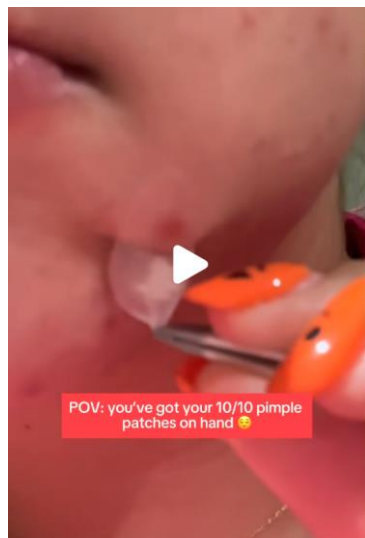
A blurred background image showing several people in business attire, likely in a meeting or conference setting. The focus is on the text overlaid on the image.

**BUILD TRUST & LOWER
PERCEIVED RISK BY
SHOWING THAT IT WORKS**

Build Trust & Lower Perceived Risk by ... Showing it Works



- ✓ Content creators with authentic acne issues
- ✓ Genuine product usage and experience
- ✓ Raw & real
- ✓ Peel & reveal



Hero.



A hand holding a glowing lightbulb against a dark blue background with a faint world map. The lightbulb is the central focus, emitting a bright white light with a lens flare effect. The background is a dark blue gradient with a faint, glowing world map. The text is overlaid on the image, with the first two lines in white and the third line in yellow.

**LOWER SHOPPER EFFORT
TO FIND WITH...
FORMAT INNOVATION**

Makes Hero accessible to all, without sacrificing quality

HIGH STREET

DESTINATION FOR SKINCARE
KEY CHANNEL FOR NEW
LAUNCHES / RECRUIT



- ✓ WIDE RANGE
- ✓ INNOVATION
- ✓ EXCLUSIVES



GROCERY

REGULAR PURCHASE /
REPLENISHMENT
FOR THOSE ALREADY USING
THE PRODUCT



- ✓ BEST SELLERS
- ✓ PROVEN INNOVATION



ONLINE

RECRUIT NEW PATCH
SHOPPERS / HEAVY SHOPPERS
WITH HIGH SPEND



- ✓ WIDE RANGE
- ✓ INNOVATION
- ✓ BIG PACK SIZES



DISCOUNT & VALUE

INCREASE CATEGORY REACH
/ HIGH VOLUME & MARGIN
DRIVER



- ✓ SMALLER PACKS FOR
AFFORDABLE SHELF PRICE



TOGETHER WE HAVE
THE POWER TO WIN



**LOWER SHOPPER EFFORT
TO FIND WITH...**
PRODUCT EXCLUSIVES

Winning shoppers through exclusives is about giving them a reason to choose you, not just a place to buy the same thing cheaper.

THE SELLING PATCH ONLY AVAILABLE at.....



Meet your
Mighty Hero

Hero.

THIS STRATEGY WORKS BEST WHEN THE EXCLUSIVE IS EASY TO SPOT AND EASY TO UNDERSTAND, ACTIVATED BEYOND THE SHELF AND PART OF A JOINED-UP STORY

Hero. To The Rescue Campaign

TikTok Spark Ads supporting key promos

FSDU in stores

+30M planned impressions

1.3M (11.2% ER)

167K (1.8% ER)

12.5K planned clicks

MEGA MONDAY

Hero Cosmetics UK

2:00 pm - Monday, January 19 GMT

ONLY £10 AVAILABLE AT Superdrug

MIGHTY PATCH Chin/Mustache Film

Save 20%

Hero.



TOGETHER WE HAVE
THE POWER TO WIN

A close-up photograph of a person's hands clasped together in prayer. The person is wearing a blue and white striped shirt. The background is blurred, showing a red object and a blue object. The word "CONCLUSION" is overlaid in large, bold, white capital letters across the center of the image.

CONCLUSION

Conclusion

- Make superiority obvious (claims, proofs, POS) – recruit and retain without racing to the bottom.
- Earn space and become easier to find by solving shopper pain points and presenting distinctive offers to retailers

