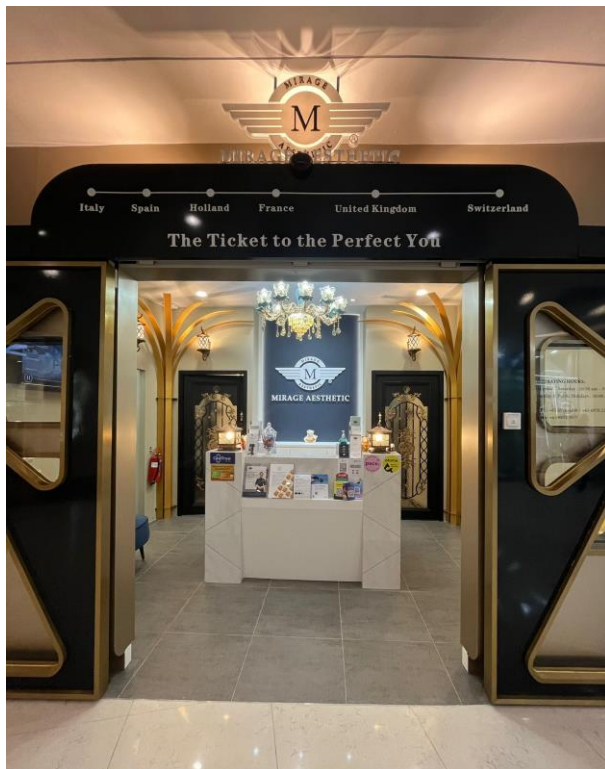


Bridging the Beauty Gap: Mirage Aesthetic Pte Ltd



Conceptualised by veterans with years of experience in the beauty and aesthetics industry, Mirage Aesthetic prides itself in focusing on quality care and having a customer-first philosophy. Since its beginnings in 2016 as a botanically inspired aesthetics centre, the beauty brand has built a reputation for delivering facial, hair, skin and body treatments with utmost professionalism.

In an ongoing quest to hit greater heights of quality and service, Mirage Aesthetic sought to understand its customers' needs further, even after launching its fourth and newest branch in VivoCity in May 2022. Wanting to attract more VivoCity visitors to try its services, the company engaged student-consultants from the UOB-SMU Asian Enterprise Institute (UOB-SMU AEI) flagship SME Consulting Programme (SCP) to develop a market research and strategies project.



The newest branch of Mirage Aesthetic at VivoCity.

Supervised by an industry veteran as Project Advisor and a Project Manager from the Institute, the consultant team sought to better understand the customer profile of VivoCity visitors — from their preferences for aesthetics services to their purchasing behaviour, and how they differ from those of the company's existing clients. Based on these findings, the group proposed a digital marketing strategy to improve brand awareness of Mirage Aesthetic and, ultimately, increase the conversion of these shopping centre patrons.

More than skin deep

The team conducted two surveys to understand the customer base of both Mirage Aesthetic and VivoCity. The first was an online questionnaire distributed to existing Mirage Aesthetic customers across all four outlets. Its goal was to derive demographic information, purchasing behaviour and the reasons for patronising

Mirage Aesthetic. This questionnaire showed that the clients of Mirage Aesthetic first encountered the brand on social media channels — namely Instagram and Facebook — and were convinced to try out its services due to positive reviews and attractive deals for first-

timers. Hence, price and credibility are crucial factors of consideration. The group also found that while promotions and deals attracted conversions among the current clientele, many shoppers showed a high willingness to pay for a single treatment after that.

The second survey — an online questionnaire disseminated across social media and telecommunication channels — was to gain insight into the behaviour of VivoCity’s visitors. The team crafted questions to ascertain the target demographic’s purchasing behaviour, preferences for aesthetics services, and brand awareness. The top three factors that mattered most to VivoCity’s users when choosing an aesthetics service provider were pricing, service and deals. Those aware of Mirage Aesthetic and its services encountered the brand through Instagram, Facebook and Google.



Service, pricing and deals mattered most to VivoCity users when choosing an aesthetics service provider like Mirage Aesthetic.

Delving deeper into the results, the student-consultants came up with the demographics of two potential target audiences for Mirage Aesthetic — millennials and Gen Z shoppers — as they comprise a large part of the VivoCity crowd and are savvy with social media. The team also found that a significant proportion of the respondents did not engage in any aesthetics services. However, many saw it as a form of self-care and were highly willing to pay for such services. Hence, there is an opportunity for Mirage Aesthetic to gain a first-mover advantage in VivoCity, especially since none of its closest competitors has a branch in the shopping centre.

Besides the surveys, the student-consultants also completed a competitor analysis to identify any strengths and opportunities that Mirage Aesthetic may have against competitor brands.

Pretty targeted treatment

With these insights and the objectives of generating brand awareness and instigating conversions, the student-consultants proposed a two-pronged marketing strategy involving an omnichannel approach. As an overarching theme, Mirage Aesthetic could consider advocating the concept of self-care — taking the time and effort to do things that will help one live well and improve physical and mental well-being — that is also tied to beauty for the campaign. Self-care is increasingly meaningful to many local consumers, and Mirage Aesthetic could be a facilitator, helping clients achieve a better state of mind, body and soul.

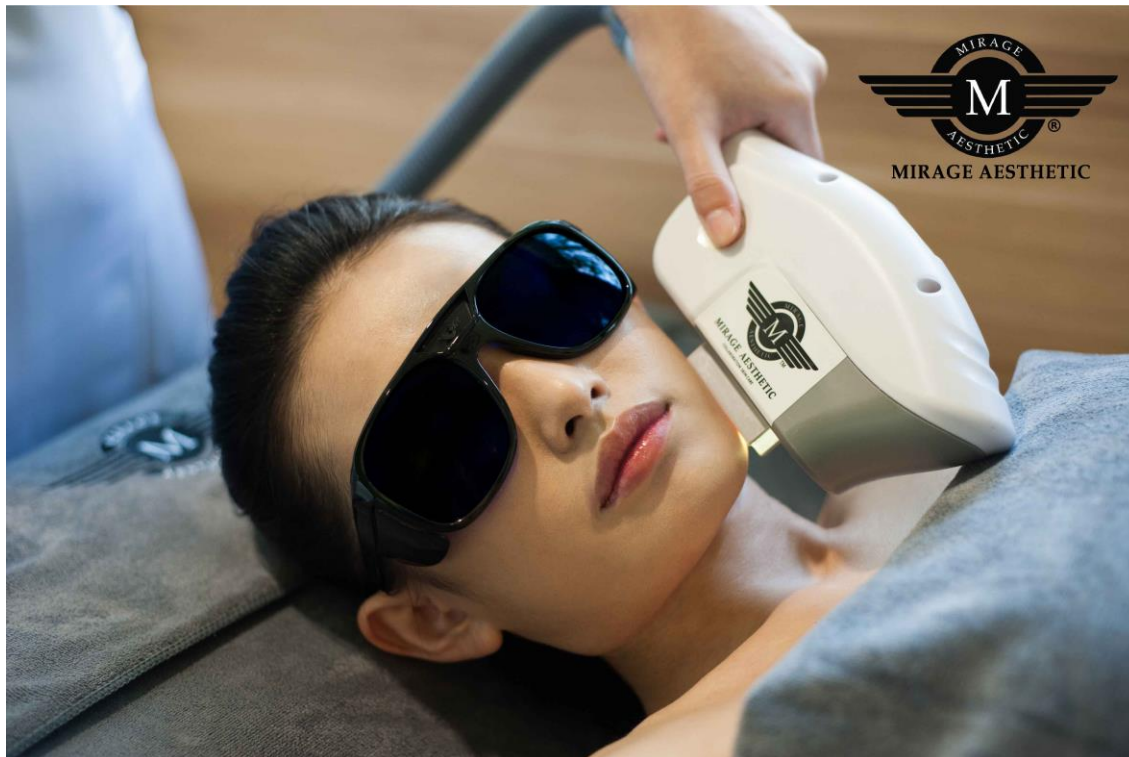


Self-care can lead to better physical and mental well-being. Mirage Aesthetic could advocate and facilitate these ideals of self-care through its beauty treatments, such as facials.

The student-consultants proposed a series of paid influencer content and organic self-created social media posts to boost the standing and visibility of Mirage Aesthetic among its target audience, and to educate consumers on good aesthetics practices and treatments. Besides better brand awareness, potential myths and misconceptions can also be addressed. The team also proposed revamping the website using UX (user experience) and search engine optimisation (SEO) principles and best practices to make it friendlier and more conducive.

For instance, organising the navigation bar better, making the deals and promotions page more visually prominent, and giving greater emphasis to the call-to-action buttons.

In delivering a comprehensive strategy that would be easily implementable by Mirage Aesthetic, the student-consultants also included the proposed launch dates for the various initiatives and stages. Ultimately, the key performance indicators (KPIs) used to evaluate the performance of the strategies have a mix of social media post impressions, sale conversions and audience engagement.



A comprehensive marketing strategy could be implemented, including educating consumers on various treatments, such as the company's Signature Instant Korea BB Glow Facial Treatment.

The beauty of creativity and hard work

Mirage Aesthetic appreciated the student-consultants' focus on practicality and feasibility. Marketing Manager of Mirage Aesthetic, Ms Elizabeth Ong, commented that the company was "very satisfied" with the proposed strategy. "The report helped us better understand the customer profile of our target audience at VivoCity," she shared. "We are able to capture their interest for future marketing purposes better." Ms Ong also observed that the project was relevant and well-scoped, and that the research data collected was insightful and useful. She added that the company would consider continuing with the campaign done by the team after the project handover as "the ideas were feasible".

The team credited its success to its Project Advisor, Ms Lim Leon Gim, whom the student-consultants said spurred them on. They said, “Our Project Advisor played a vital role in advising and providing us with constructive and consistent feedback during the project period. She greatly aided us in ensuring that we were working in the right direction and generously shared her wealth of experience in marketing.” The student-consultants also said the experience gave them “the opportunity to see how vital the competitive edge is to flourish continuously in any industry”. “Prioritising goals and areas of focus isn’t easy as there are many trade-offs to be considered,” the team noted.

Ms Lim shared that her approach instigated creative thinking rather than spoon-feeding answers. “I focused more on providing hints than giving the student-consultants the answers directly,” she said. “Posing guiding questions also encourages students to think out of the box. The students did a great job — their recommendations and suggestions were above and beyond what the SME had initially requested for.” Project Manager Lina Lee agreed, “When time and effort are put in, the results will show. This project is proof.”

Project Advisor:	Lim Leon Gim
Project Manager:	Lina Lee
Student-Consultants:	<p>Nurul Huwaidah Othman Bachelor of Social Sciences / 2019</p> <p>Nurul Rasyidah Abdul Manaf Bachelor of Social Sciences / 2019</p> <p>Dina Jazlina Aljunaidi Bachelor of Science (Economics) / 2019</p>



Mirage Aesthetic offers a non-invasive and non-surgical Fat Freezing Treatment that targets the arms, back, tummy, thighs, buttocks and calves.



Besides face, body, hair and skin services, Mirage Aesthetic offers a non-invasive and painless LED Teeth Whitening treatment.