



CASE STUDY

How Image Skincare Partnered With buzzback for Deep Consumer Understanding to Drive Strategy



KEY INSIGHTS

Insights uncovered priorities for the various skin care targets that the brand could leverage in its growth strategy.

THE CHALLENGE

Image Skincare, a brand with deep roots in the professional channel, sought foundational research to understand how consumers discover, evaluate, and remain loyal to skincare brands across multiple purchase channels. The team needed to map the full consumer journey—from awareness and consideration to purchase and advocacy—identifying critical friction points and opportunities for engagement.

OUR APPROACH

To illuminate the full consumer journey, we applied our Blended Research methodology across three phases. We began with qualitative webcam focus groups to explore brand discovery, routine integration, and emotional connection, using projective techniques like love letters and deprivation exercises to uncover deeper motivations and unmet needs. Next, a national quantitative study mapped behaviors from awareness to loyalty, identified key decision drivers, and benchmarked the brand against competitors using diagnostic tools. Finally, asynchronous online forums with target groups offered rich, in-context insights into how consumers navigate the skincare category, evaluate brands, and perceive premium product opportunities across channels.

IMPACT & OUTCOME

01

IMPACT

Mapping the consumer journey revealed high-impact opportunities for commercial activation and messaging.

02

OUTCOME

This consumer journey study clarified how emotional and functional factors influence engagement with skincare brands. Buzzback's integrated approach delivered clear, actionable insights to guide expansion and build lasting consumer relationships.



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