



Superdrug launches market first TikTok campaign

Superdrug becomes first beauty retailer to host an in-store and on-platform talent show with a live final on TikTok UK

Leading Health and Beauty retailer Superdrug is collaborating with entertainment platform TikTok to run the #SuperShow talent competition, where entrants complete three challenges inspired by products available at Superdrug.

A first for a beauty retailer, the immersive #SuperShow talent show will see Superdrug take over TikTok UK's For You Feed from 13th July with TikTok's premium TopView format, Branded Hashtag Challenge and new TopFeed product. #SuperShow will set new weekly challenges for the community, culminating in a final broadcast live on TikTok on 9th August.

Superdrug will have TikTok branding in over 800 stores across the UK and Ireland and the competition will feature the first ever Superdrug branded bespoke music track.

This market-leading move follows the rise in popularity of users exploring and being inspired by beauty trends on digital media.

Beauty is booming on digital media – according to Mintel, the TikTok community are the most likely to get beauty inspiration or advice from social media. ⁱ

Recent researchⁱⁱ by TikTok found 82% of beauty and personal care purchases made after seeing something on TikTok had no prior planning and 49% bought a beauty product after seeing it on the platform.

TikTok also found:

- 42% of users come to the app to discover new things and 34% of users come to keep up with the latest trendsⁱⁱⁱ
- The beauty audience is influenced by the platform and its creators who are the new authority in beauty and take action from the brands and products they talk about
- Some of the most popular beauty trends and sub-communities on the platform include:
 - [#Beauty](#) 101.1B views
 - [#BeautyTips](#) 13.9B views
 - [#BeautyTutorial](#) 3.9B views
 - [#Skincare](#) 96.9B views
 - [#SkincareRoutine](#) 20.1B views
- Top beauty categories on TikTok are 'Make Up', 'Skin Care' and 'Hair Care'

Superdrug's Head of Marketing, Gemma Mason said: "We are really excited about this collaboration with TikTok. At Superdrug we love a trend and thrive to be market leaders. This partnership is one of the many innovative ways we are staying ahead of digital media trends.

“Superdrug has embraced TikTok over recent years with our store teams immersing themselves in content creation and their own local accounts, so we are thrilled to have even more of a presence on the app and bring the #SuperShow talent search to our customers.”

Holly Harrison, Luxury, Fashion & Retail Brand Partnerships at TikTok, said: “We believe the #SuperShow will really appeal to TikTok creators and create a buzz online within the TikTok community. Working with Superdrug is an exciting collaboration, and we look forward to seeing the looks created by those who take part in the challenges.”

Entry to the competition is open to UK residents over the age of 16 and, in a move blending online experience and instore offering, customers can film their own content in creator booths located in selected Superdrug stores.

TikTok booths are heading to 4 key city stores, helping customers discover new products and ways to create content for their social feeds, as well as gain content to enter the #Supershow.



Following the three weekly challenges, the most popular creators will be invited to take part in a live #SuperShow challenge, creating TikTok worthy looks at super speed.

The winner of the talent show will be celebrated with a film showcasing their best looks and highlighting the products used to create them.

The first prize winner will also receive £1,000 worth of Health & Beautycard points and the chance to create content with Superdrug for their Christmas 2022 campaign.

Five runners up will each receive £500 worth of Health & Beautycard points.

The challenges:

- **WEEK ONE - SUPER BODY CHALLENGE – launches July 13th (Booth instore at Lakeside 13th-18th July)**

Show your summer body care transitions inspired by Superdrug’s body care range and join #SuperShow to win prizes

- **WEEK TWO - SUPER HAIR CHALLENGE – launches July 20th (Booth instore at Rushden Lakes 20th – 25th July)**

Show your hair transitions inspired by Superdrug's hair care range and join #SuperShow to win prizes

- **WEEK THREE - SUPER FACE CHALLENGE – launches July 27th (Booth instore at Manchester 27th July – 1st August)**

Show your best face transitions inspired by Superdrug's face care and cosmetics range, and join #SuperShow to win prizes

- **WEEK FOUR – LEAD UP TO LIVE SHOW – (Booth in Scotland store 3rd August – 8th August)**

To enter, follow @Superdrug and upload your video on TikTok. The #SuperShow challenge starts on July 13th and ends 23:59 on August 2nd, followed by the final broadcast live on TikTok on August 9th

For further information please contact the Superdrug press office at Mind+Matter on 01273 712000 or email superdrug-mindplusmatter@ashfieldhealth.com

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Notes to editor:

Superdrug offers the best in trending beauty brands, everyday personal care and essential health products. With over 830 stores across the UK and Ireland, Superdrug brings the best in accessible beauty and health to the high street and online.

Superdrug shoppers can locate their nearest store by visiting the store finder on superdrug.com.

About A.S. Watson Group:

Established in Hong Kong in 1841, A.S. Watson Group is the world's largest international health and beauty retailer operating over 16,100 stores under 12 retail brands in 27 markets, with over 140,000 employees worldwide. For the fiscal year 2020, A.S. Watson Group recorded revenue of US\$20.6 billion. Every year, we are serving over 5.9 billion shoppers via our O+O (Offline plus Online) platforms, providing tech-enabled retail experience to customers offline and online.

A.S. Watson Group is also a member of the world-renowned multinational conglomerate CK Hutchison Holdings Limited, which has four core businesses - ports and related services, retail, infrastructure and telecommunications in over 50 countries.

Please visit www.aswatson.com for more information.

ⁱ <https://www.crodapersonalcare.com/en-gb/blog/tiktok-beauty-trends>

ⁱⁱ TikTok Marketing Science EU CPG Vertical Research 2020 conducted by Walnut Unlimited

ⁱⁱⁱ TikTok Marketing Science EU Holiday Shopping Behaviour Research 2020 conducted by Walnut Unlimited