

Boca Rosa Beauty and BBB 20 20: Storytelling Analysis



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ABSTRACT

The present work aims to perform an analysis of the storytelling in the "BBB 20" campaign by the Boca Rosa Beauty brand, as well as its concept on social

media. Therefore, some theoretical support will be provided by referencing existing works and studies in the scientific literature, through bibliographic and electronic research addressing the topics of digital marketing and storytelling. In this way, we understand that marketing adds meaning to the product, brand, or service, as it places them in a commercial, emotional, historical, and cultural context. On the other hand, storytelling is the ability to tell stories using intricate plots, engaging narratives, and audiovisual resources. Thus, the campaign analyzed in this work corresponds to the one Bianca Andrade developed for her participation in the 20th edition of the reality show Big Brother Brazil, broadcasted in 2020. The company employs marketing strategies for each campaign developed with the aim of consistently maintaining price and quality for its target audience while simultaneously seeking to expand its viewership through contemporary methods.

Keywords: Storytelling, Boca Rosa, marketing digital.

1 INTRODUCTION

The present work articulates an analysis of the *storytelling of the* campaign "BBB 20" of the brand Boca Rosa Beauty and its concept in social networks.

For this, this work understands as a tone of relevance the look at the marketing of the company, by which it adapts and evolves according to the public, demand and the environment where it is produced. In such a way, this research is of importance for the market niche that the brand is inserted in, because, through it, other enterprises can be inspired by the strategies and methods adopted in search of a similar result.

About the commercial and marketing management professional, this research will help you in the paths to be traced at the time of planning a marketing campaign and what strategies and means to use to reach a certain audience, in order to ensure better engagement and results for companies.



Therefore, and we understand as theoretical support some works and studies available in the scientific literature, through bibliographic and electronic research addressing the themes digital marketing and storytelling.

Therefore, for the elaboration of the research, this study was based on data already available in science, conducting a literature review to understand what are the concepts of *storytelling and digital marketing* and how they can be applied in digital marketing. In addition, we used clippings of advertising pieces of the brand that evidence such a study, the clippings were idealized according to their pertinence to generate emphasis to the study and property in the voices of the researchers.

Based on the discussion of the results, considerations and information will be presented on how the Boca Rosa Beauty brand applied, in its social networks, the concepts studied and how this was able to be converted into sales for the company.

In the look of this study, there is an intertwining of the brand with the reality show BBB (Big Brother Brazil). The original *Big Brother form* was developed in 1999 by Johannes Hendrikus Hubert of Mol Jr in the Netherlands. In Brazil, the reality premiered in 2002, after Rede Globo bought the copyright with Endemol (Redação DCI Digital, 2022)

In this discussion we will also talk about *storytelling*. Louzada (2022) defines *storytelling* as the action of framing an idea into a narrative that informs, clarifies, and inspires.

Therefore, the present study presents as problematization the respective question: How does the application and evolution of *storytelling* occur in the campaign used for the brand's "BBB 20" program in relation to digital marketing?

In order to obtain answers to the problematization presented, this work has as general objective to analyze the *storytelling of* the company and understand its application in front of digital marketing.

To achieve the general objective, the respective specific objectives were delimited: to know the construction of the Boca Rosa Beauty brand and to analyze the *storytelling in* relation to its application in the company's social networks.

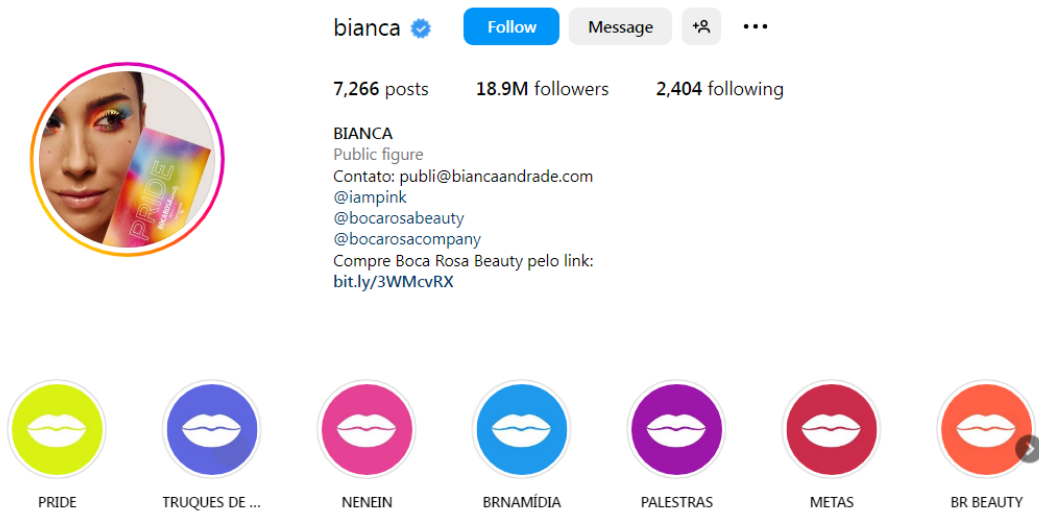
Thus, a discussion about the object of study begins next, in order to dialogue with possible answers to the problematization and aim at the objectives established in this work.

2 BIANCA ANDRADE AND THE BRAND "BOCA ROSA BEAUTY"

Bianca Andrade da Silva, known as Boca Rosa, is a Brazilian personality who started her career on YouTube in 2011. Her journey began after completing a makeup course at the National Service of Commercial Learning (SENAC). On her channel, Bianca addressed the topic of self-makeup, sharing tutorials that taught how to perform makeup using more affordable products. Since then, she has been gaining a significant following and establishing herself as an influencer in the beauty world (Prado; Buzoli, 2021). Let's look at the following figure:



Figure 1: Bianca Andrade profile on Instagram



Source: Print taken from Instagram profile @bianca (2023)

In 2015, in order to protect her brand from possible copies and ensure its exclusivity, the influencer filed three trademark applications. These requests were granted in 2018 by the National Institute of Industrial Property (INPI), guaranteeing the exclusive exploitation of the Boca Rosa brand in the areas of education, presentation of products through communication for marketing and, even without having produced them yet, in the manufacture of cosmetics (Navarro, 2021).

After obtaining the rights, Bianca made the decision to enter the cosmetics market. For the launch of its first product line, it opted for a partnership strategy with an already established brand, Payot. The choice of this brand-partner was due to its solid reputation, recognized quality, and affordable prices. By combining these characteristics with the credibility that Bianca had gained, the strategy sought to offer a high added value to consumers (Prado; Buzoli, 2021).

Therefore, Boca Rosa Beauty is the brand that offers beauty products from businesswoman Bianca Andrade, in partnership with Payot Brasil. The brand's products are known for their quality and cost-effectiveness. One of the main concerns of the businesswoman has always been to deliver products of high quality, efficiency, good cost-benefit, and that serves the largest number of people (Arena Marcas e Patentes, 2022).



Figure 2: Boca Rosa Beauty profile on Instagram



Source: Print taken from Instagram @bocarosabeauty (2023)

It was through this concern, good crisis management and a good marketing strategy that, in 2020, the Boca Rosa Beauty brand reached revenues of R\$120 million (Arena Marcas e Patentes, 2022).

We point out that in 2020 the world was going through the biggest health crisis of the century: the COVID-19 pandemic, where many businesses were going into retraction.

According to the World Health Organization (WHO), COVID-19 is the disease caused by infection with the SARS-CoV-2 virus. On January 30, the Organization declared that the outbreak of the novel coronavirus constituted a Public Health Emergency of International Importance (PHEIC), the Organization's highest alert level. Shortly thereafter, on March 11, 2020, COVID-19 was defined by the WHO as a pandemic (World Health Organization, 2023).

3 STUDYING MARKETING AND DIGITAL MARKETING

For Kotler (2000) marketing is an organizational function and a meeting of processes that cover the creation, communication and delivery of value to customers, as well as the management of the relationship with them, in a way that generates advantage in the company and its interested public. Already Maia (2022) defines marketing as the function that links a company to the needs of its customers in order to provide the right product. With this, through different techniques, organizations seek to identify people's expectations and the state of the market.

Lemos *et al.* (2022) define marketing as a process of steps of creation, planning and development of products, brands and services that meet the desires of the consumer and that, above all, generate sales above the competition.

For Lima and Zotes (2004), marketing occurs when people decide to satisfy their needs and desires through exchanges, where desires can be described in terms of objects or products that have



the ability to satisfy the needs of individuals and the exchange is carried out when the desired object is acquired and something is offered in exchange as payment. The transaction is the unit of measure of marketing and is usually carried out through monetary transactions.

It is the marketing that gives meaning to the product, brand or service, since it is he who places them in a commercial, emotional, historical and cultural context. Whether you are aware of it or not, your choices and your needs are influenced by marketing, an area that is becoming increasingly important in companies and society (Maia, 2022).

Over time, Marketing has evolved according to society. Based on the study by Alcântara (2020), in Marketing 1.0, companies focused only on profit and their products. In phase 2.0, consumers were no longer seen as a homogeneous mass and companies realized the importance of meeting their customers' goals. Already in Marketing 3.0, there was a strong influence of technology, which allowed consumers to express their opinions and, consequently, forced companies to adapt. Finally, Marketing 4.0 is characterized by the digital economy, in which everything is connected between companies and people.

Marketing 4.0 has as its main objective to guide consumers from the awareness phase to brand advocacy, that is, to attract their attention and conquer a place in their minds, turning them into brand advocates. To truly adapt to Marketing 4.0, it is necessary to understand the changes brought about by technology and establish meaningful connections with people in this context (Carvalho; B, 2021).

With the imposition of the pandemic, e-commerce has come to be adopted on a large scale around the world. In this way, e-commerce has come to play a central role in the relationship between companies and consumers, who are now more demanding in purchases, since they can be carried out anywhere through the internet (Silva *et al.* 2021).

From this need, digital marketing arises. In the studies of Moura (2023), digital marketing as a coherent and effective set of actions that establish a permanent contact of the company with its customers, using the digital medium as the main communication channel.

In this context, the marketing strategies developed by companies start to focus on the customer and build brand value.

4 STORYTELLING

From the beginning of life the human being is surrounded by stories told by grandparents, parents, friends, school, among others. All of them are part of the formation and human construction, of what each individual will believe to be real and, mainly, they are part of the social relations of conviviality in society, being a point of connection with regard to *storytelling*.

According to Silva *et al.* (2021), stories are essential parts in the formation of the human being, generate identity for a people and are present in all phases of life.



Storytelling is the ability to tell stories making use of elaborate plots, engaging narratives and audiovisual resources, seeking to connect emotionally with the target audience. This is a persuasive technique, that is, it promotes the brand and helps sell more, being widely used in marketing, advertising and television (Digital Results, 2022). In this way, for Basílio and Abreu (2019), stories also have the power to generate sales, promote authority for the brand they use, making the public accept the purpose of the company and the worldview presented by it.

According to Vieira (2019) *storytelling* is composed of 4 elements, they are:

1. **Message:** here, the story telling is divided into two parts, where the story represents the story and the message to be conveyed and telling is the way the message is presented to the customer. For the company to succeed, it is necessary to reconcile these two parts of the storytelling and develop the next elements well.
2. **Environment:** Events need to happen somewhere and having it well described makes it easier for the consumer to get into the story.
3. **Character:** the character is the one who travels the entire journey and is responsible for transmitting the message.
4. **Conflict:** The main factor that makes the client interested in the story is the conflict. For this, it must be well elaborated and difficult to overcome for the character of the story, in order to arouse emotions and generate identification with the consumer.

5 THE CAMPAIGN

The campaign analyzed in this work is the one that Bianca Andrade developed for her participation in the 20th edition of the reality show Big Brother Brazil, broadcast in 2020.

In 2020 the BBB had a revamp and the cast of the reality began to be formed by celebrities and anonymous. With that, came the invitation for Bianca Andrade to participate in the program.

In such a way, with her brand growing in the market and the absence of a beauty brand sponsoring the edition, the businesswoman soon saw an opportunity to make her brand grow even more through her participation. With this, she and her team designed a strategy to increase the public's knowledge about her brand and her products.

Therefore, this campaign had as main objective to bring to the knowledge of the public the products of the beauty line of the brand emphasizing one product per week.

Before being subjected to isolation, entrepreneur Bianca and her team planned a series of posts for her Instagram account. In this strategy, Bianca would appear dressed in the same outfit and makeup that she would wear on Sunday's live show. However, in the photos shared on Instagram, the



businesswoman prominently displayed the products of her own brand, especially the lipsticks, thus creating an evident connection with the product she would be using that Sunday.

The choice of Sunday as the strategic day is due to the fact that, on this day of the week, each participant of the program gained a moment of individual prominence, thus ensuring a prolonged time of exposure for the businesswoman while she used the products of her own brand.

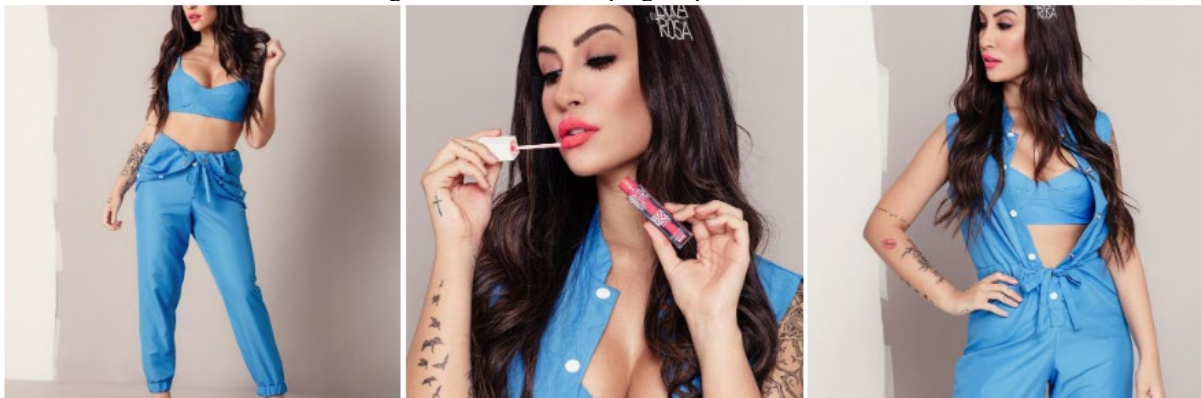
Thus, the strategy adopted by Bianca and her team aimed to instigate curiosity and arouse the interest of their target audience. From this initial curiosity, the expectation was that the public would seek detailed information about the product directly on the businesswoman's social media platforms. Upon arriving on their social networks, consumers would find the product displayed in their feed, next to the clothing that the entrepreneur wore on that specific Sunday.

Figure 3: BBB 20 campaign – publication 1.



Source: Print taken from Instagram @bianca (2023).

Figure 4: BBB 20 campaign – publication 2.



Source: Print taken from Instagram @bianca (2023).



Figure 5: BBB 20 Campaign – publication 3.



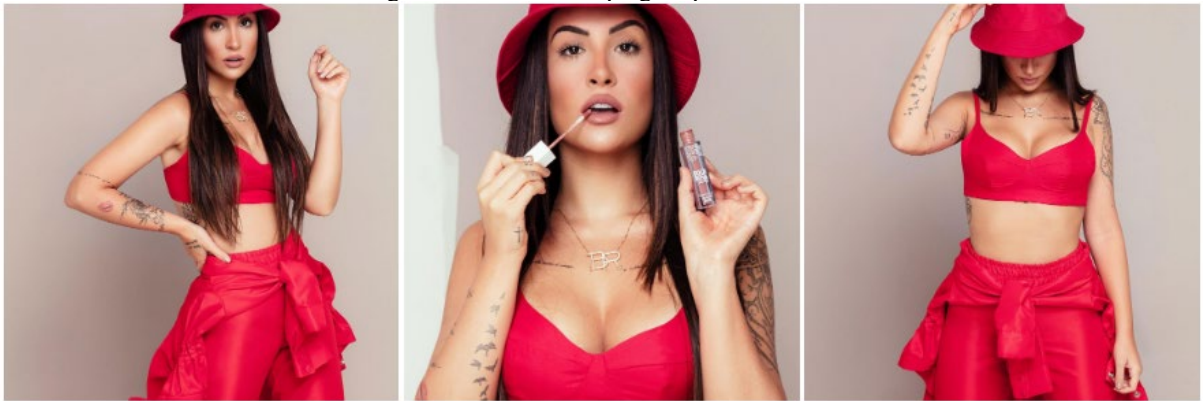
Source: Print taken from Instagram @bianca (2023).

Figure 6: BBB 20 campaign – publication 4.



Source: Print taken from Instagram @bianca (2023).

Figure 7: BBB 20 campaign – publication 5.



Source: Print taken from Instagram @bianca (2023).

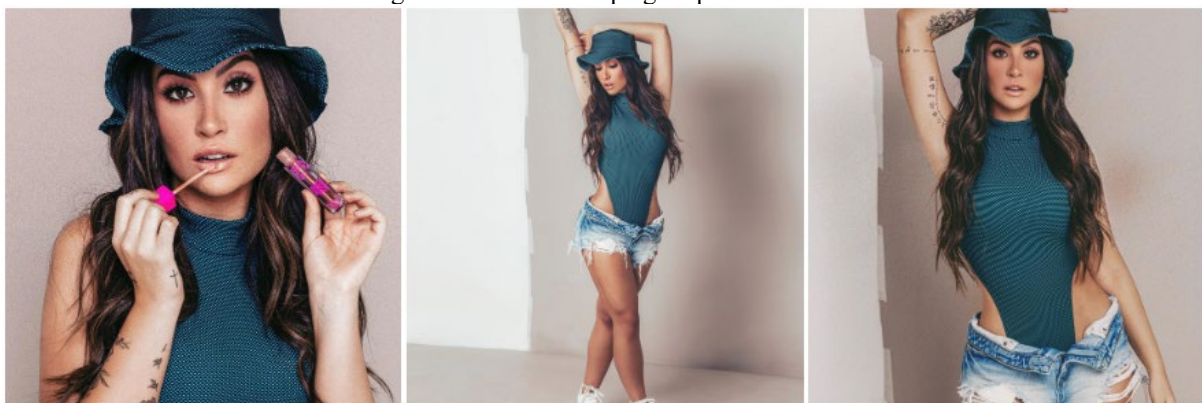


Figure 8: BBB 20 Campaign – publication 6.



Source: Print taken from Instagram @bianca (2023).

Figure 9: BBB 20 campaign – publication 7.



Source: Print taken from Instagram @bianca (2023).

6 BRIEF DISCUSSION AND REFLECTION

As stated earlier, Bianca was part of the first cast with celebrities and *influencers* of Big Brother Brazil 2020. Given this, the businesswoman and her team were able to outline an innovative strategy thinking about taking her brand out of social networks and reaching new audiences.

Quispe and Siqueira (2020) bring in their study that innovation is something necessary and vital for the survival and longevity of business. In addition, the authors point out that organizations inserted in highly competitive environments, such as the case of Boca Rosa Beauty, make innovation a fundamental point to produce favorable results.

When it comes to building the campaign, the fact that the company used the influencer's TV and Instagram as channels to tell the story makes it a process known as transmedia.

According to Silva et. al. (2021), during a transmedia process, transitions occur where the message passes from one media to another. For this reason, a content is thought to be transmitted by several different means making the consumer of this content able to put together a "puzzle" with the stories told in each medium.

Finally, Kotler (2017) explains that consumers are no longer passive targets and have become medicommunication assets, that is, they can make decisions from anywhere and value engagement



with brands. This is visualized in the strategy of Bianca Andrade when she arouses a curiosity in her target audience, he will look for her product directly in his social networks and finds it being used by the businesswoman herself.

7 FINAL CONSIDERATIONS

This work brings to light knowledge *about storytelling* and marketing about the role of the growth of the organization

According to the results obtained, the company makes use of marketing strategies for each campaign developed, aiming to always maintain price and quality to its target audience, while advancing with current ways to expand its audience.

Thus, we can consider that companies that invest in the development of marketing, *storytelling and branding have better visibility in the public eye, delivering often positive results with the market and its competition.*

In this way, we respond to the problematization, and the objectives outlined in this study, analyzing the *storytelling of the company and understanding* its application to digital marketing through the study of the brand presented in this work.

Thus, we understand that we did not obtain the exhaustion of the theme, as this was not the intention, but rather to unfold in new looks before a growing and significant market, disposing that there will still be more developments and future guidelines on this theme.



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