Ombre, Tie-Dye, Splat Hair: Trends or Fads?
“Pull” and “Push” Social Media Strategies at L’Oréal Paris

APPENDIX TO TEACHING NOTE

06/2014-5664

This appendix was written by David Dubois, Assistant Professor of Marketing, with the help of Katrina Bens, Research Associate, both at INSEAD, as an aid to instructors in the classroom use of the case “Ombre, Tie-Dye, Splat Hair: Trends or Fads? “Pull” and “Push” Social Media Strategies at L’Oréal Paris”

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Google Trends: Graphs and Rising Trends

The information to build each graph and rising trend chart from the teaching note exhibits follows. All graphs and charts start from the Google Trends\(^1\) page, and in every case the “news headlines” box has been unchecked. Note that Google Trends searches are sensitive to what you type in. For example, the word “ombre” will return different results from “ombré”, although capitalization does not matter.

**Exhibit 1: Pizza Searches: US vs. France**

The exhibit consists of two graphs which contrast 90 days of searches on the word “pizza” in the US and in France. On the Google Trends page, the top line is labelled “Trends”. From there, choose the geographical area and time range for the search. For the US part of the graph, choose “US”. The second pull-down menu has a default date search of 2004-present. Scroll to the bottom to “Select Dates” and select November to January of the year of your choice. If you want to include the Super Bowl date, you need to include February in the search. This, however, will flatten the graph considerably. In the box “+Add term” type “pizza”. The result will be the trend for pizza searches in the US. As Google Trends does not allow you to compare search trends in two countries simultaneously, you will need to save the first graph to another programme and then create a second graph.

The creation of the second graph is almost identical to the first, except that the geography is France.

**Top Graph Construction**

Geography: US

Date range: November-January (February if you want to include the Super Bowl)

Search Term: “Pizza”

**Second Graph Construction**

Geography: France

Date range: November-January (February if you want to include the Super Bowl)

Search Term: “Pizza”

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\(^1\) [www.google.com/trends/explore#compt=q](http://www.google.com/trends/explore#compt=q)
Exhibit 2: US Pizza Searches, One Year versus 90 Days

This exhibit consists of two graphs; one with a year’s worth of data to contrast with the richness of data in the graph of 90 days of searches. Pizza’s “seasonality” is weekly, therefore the graph with a year’s worth of searches flattens the data – looking at only this graph one would conclude that pizza searches are relatively stable throughout the year, with a blip at New Year.

To construct the first graph, from the top line on the Google Trends page choose the geographical area for the search. The default geography is worldwide, but for this graph choose “US”. Next, in the second pull-down menu (default 2004-present), select any year. The graph in the exhibit uses 2013. Lastly, type “pizza” in the “+search term” box. The result will be one year’s worth of searches for pizza in the US. As Google Trends does not allow you to save the graph, you should take a screen shot or snip the graph to another program. For the second graph, the only change which needs to be made is to change the time frame. From the second pull-down menu, scroll to the bottom and select any 90 day time frame you wish.

Exhibit 2 Top Graph Construction

Geography: US
Date range: 2013 (you may choose any year)
Search Term: “Pizza”

Exhibit 2 Second Graph

Geography: US
Date range: November-January (or any 90 day range)
Search Term: “Pizza”

Exhibit 3: Seasonal Trends

Exhibit 3 illustrates trends which are seasonal and repeat each year. Searches for soup peak in the winter, while searches for ice cream peak in the summer. With Google Trends you can search on more than one term at a time, allowing you to compare and contrast the changes in searches for the terms.

To reconstruct Exhibit 3, start from the Google Trends page. There is no need to change the default settings for geography (worldwide) or time (2004-present). The only changes needed are to add the search terms. In the “+search term” box, type in “soup” and hit enter. When the next “+search term” box appears, type in the next search term (“ice cream”). The order in which the terms are added does not matter. The resulting graph should look like Exhibit 3.
Exhibit 3

Geography: Worldwide

Date range: 2004-present

Search Terms: “soup” and “ice cream”

Exhibit 4: Multi-year Trends

Exhibit 4 illustrates a trend which repeats approximately every two years. People mainly search for the Olympics in the weeks before, during and immediately after the Olympic Games. In non-Olympic years, searches are minimal. Using Google Trends shows the search patterns every two years.

To build Exhibit 4, start from the Google Trends page. There is no need to change the default settings for geography (worldwide) or time (2004-present). Only the search term “Olympics” needs to be added in the “+search term” box.

Exhibit 4

Geography: Worldwide

Date range: 2004-present

Search Term: “Olympics”

Exhibit 8: Rising Trends

Exhibit 8 shows the rising trends in Google searches in 2011. To find out what the rising trends were in 2011, start from the Google Trends page. The geographical sphere is “worldwide”. The time frame, chosen from the second pull-down menu (titled in the default condition “2004-present”) is the year 2011. In the “+search term” box, type “hair dye”. The Rising and Top terms are located at the bottom of the page in the “Related searches” area (below the graph and below “Regional interest”). In the “Related searches” portion of the page, to the right is a column entitled “Queries”. The first column under “Queries” is the top queries related to hair dye. By clicking on the “Rising” button, the column of rising trends will be revealed.

Exhibit 8

Geography: Worldwide

Date: 2011

Search Term: “hair dye”
**Exhibit 9: Ombre versus Hair Colour Searches**

Exhibit 9 shows some of the information available in 2011 about the popularity of ombre hair as compared to hair colour in general. To reconstruct Exhibit 9, start from the Google Trends page. This exhibit looks at worldwide trends, so keep the default setting of “worldwide”. To demonstrate what data L’Oréal Paris had at the time of the case, select “2011” as the time period for the search. Then, in the “+search term” box type in “ombre hair” and in the second box type “hair colour”. The resulting graph contains the search trends for both terms.

**Exhibit 9**

Geography: Worldwide

Date range: 2011

Search Terms: “ombre hair” and “hair colour”

**Exhibit 10: Rainbow, Ombre and Splat Searches**

Exhibit 10 shows more of the information available in 2011 about ombre hair popularity, this time as compared to rainbow and splat hair colouring. Construct Exhibit 10 from the Google Trends page. As with Exhibit 9, this exhibit looks at worldwide trends, so keep the default setting of “worldwide”. In the second pull-down menu, scroll to the bottom and in the “Select dates…” option pick “January 2010 to December 2011”. For the search terms, type: “ombre hair” in one “+search term” box, “rainbow hair” in the second, and “splat hair” in the third. The graph will show the search trends for all three terms.

**Exhibit 10**

Geography: Worldwide

Date range: 2010-2011

Search Terms: “ombre hair”, “rainbow hair” and “splat hair”