

# Scale & Impact

Find the Collaborators that Matter



## Introduction

# The situation

**Coachella 2022 music fest was more international than ever before, showcasing K-pop phenoms, Chinese pop stars, and Latinx artists ruling the charts.**

We took a look at the Coachella audience to understand its global reach – not a surprise, it directly reflects the growing impact of Latinx talent globally.

For this example, a US beauty brand wants to create a festival beauty line that reaches the LATAM audience and is considering partnering with some Coachella artists who performed in 2022.

## Section one

# The challenge

**The marketing team at the beauty brand is tasked with focusing on four major LATAM markets: Brazil, Mexico, Argentina, and Colombia.**

Traditional research tends to treat Latin America as a monolith, but the team recognizes each country's distinctive interests. To create a successful strategy, this team needs to understand how Coachella and the artists reach their beauty fans while taking into consideration the nuances of each market.

## Section two

# The solution

The team leveraged Discover's global data to learn more about the beauty fans in LATAM and their interest in Coachella. The team also wanted to identify talent choices across the four different markets.

To start, they validated their hunch — with Coachella's increasingly diverse lineups, it showcases that the music festival has gained a strong following with 1.78x more interest from the overall LATAM market than the global market.

The team took a closer look at both Coachella and Beauty fans in LATAM and found that Mexico has the biggest potential across the four markets. Brazil follows closely behind, and Colombia and Argentina have a relatively average or low interest.

### Global Coachella & Beauty Fans



**2.24x** Mexico



**1.42x** Brazil



**0.95x** Colombia



**0.84x** Argentina

From there, they looked at the music festival's Latinx artist lineup and their fan bases and found that Coachella fans love Colombian star Karol G. But how does she fare in the target markets of the beauty brand?

### Global Karol G & Beauty Fans



**22.77x** Colombia



**5.39x** Mexico

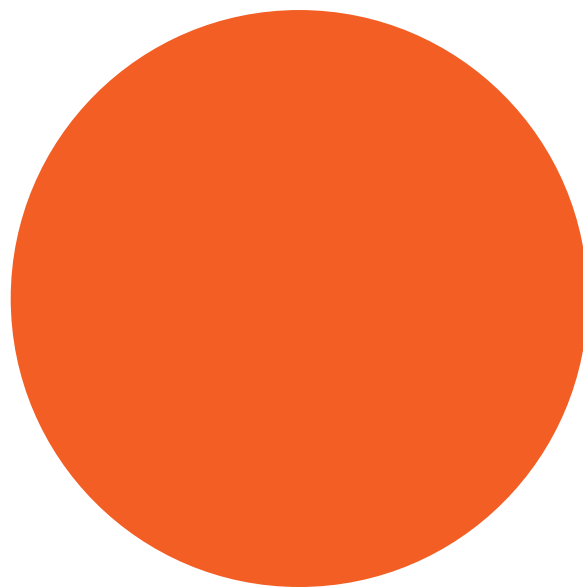


**4.37x** Argentina



**1.66x** Brazil

The team looked at how beauty fans engage with Karol G and found that she has a strong following across all four markets they've been tasked with penetrating with the new line.



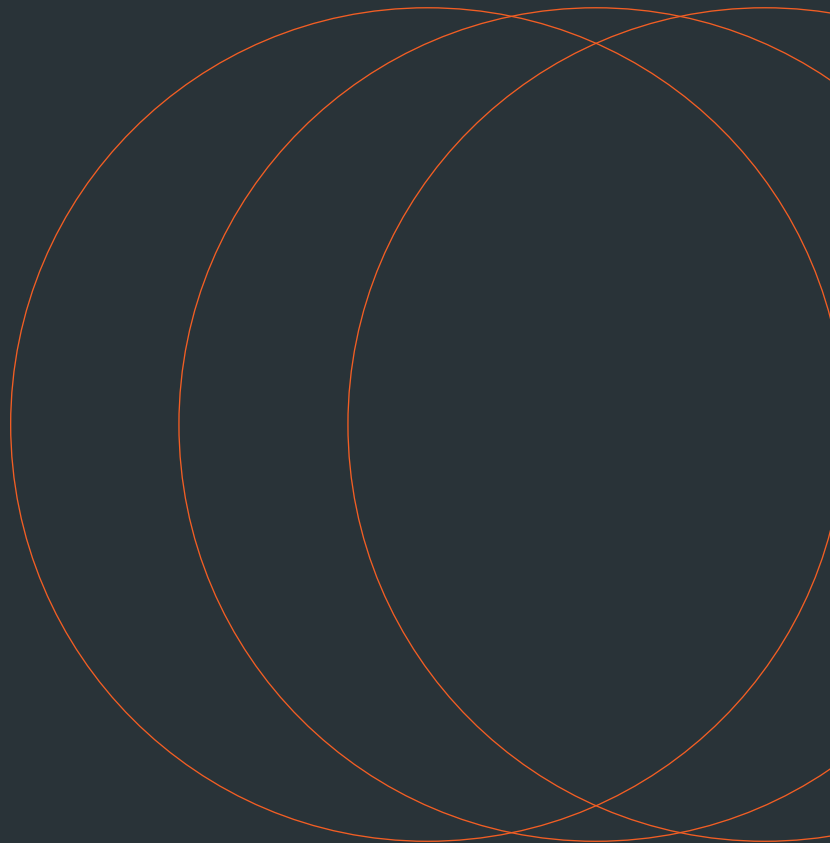
## Section three

# The results

**The team's efforts resulted in a deeper understanding of the LATAM markets they are looking to penetrate with their new product line and a shortlist of Coachella artists that can help impact those regions.**

A partnership with Karol G may even help the beauty brand make some inroads in the Colombian and Argentine markets that may be less enthused about a festival beauty line.

Armed with actionable data, they can make business decisions that drive results.



**Ready for insights that  
drive decisions?**  
**Let's talk about how  
Discover can help you  
get things done, and  
your business succeed.**

**Schedule demo**

