

CONNEC+S

Connected Thinking

THE BEAUTY PLAYBOOK

What's Next
on Social



Powered by **CORQ.**

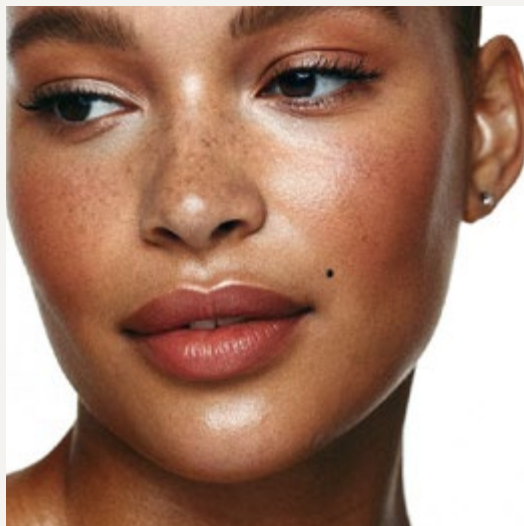
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Packed with data powered by CORQ, trend analysis, and real-world success stories, it's your guide to how beauty brands can stop the scroll.



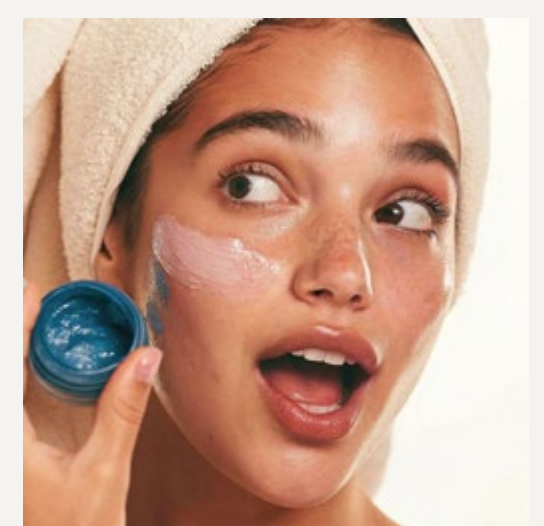
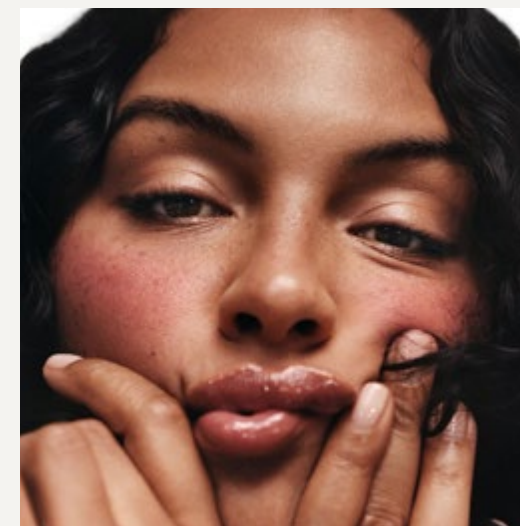
Connected
Thinking



The Beauty Playbook: What's Next on Social?



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CONNEC+S

Our Beauty Playbook unpacks
the biggest shifts shaping
the beauty landscape,
giving brands, creators, &
marketers a roadmap for
what's next on social.



1 What formats are stopping the scroll?

The Power of Pace





image source: @elisemorgan1



image source: @drealldior

43%

of makeup videos in 2025 were:

- Fast-paced
- 30–60 seconds long
- Soundtracked to a trending song

Good references include [Elise Morgan's](#) 5-Minute Summer Makeup [routine](#) and [Jade B's](#) 10-Minute Glam [Look](#) which gained seven times more views than average.

A sub-format of the fast makeup trend is ASMR GRWM videos where content is punctuated by sound.

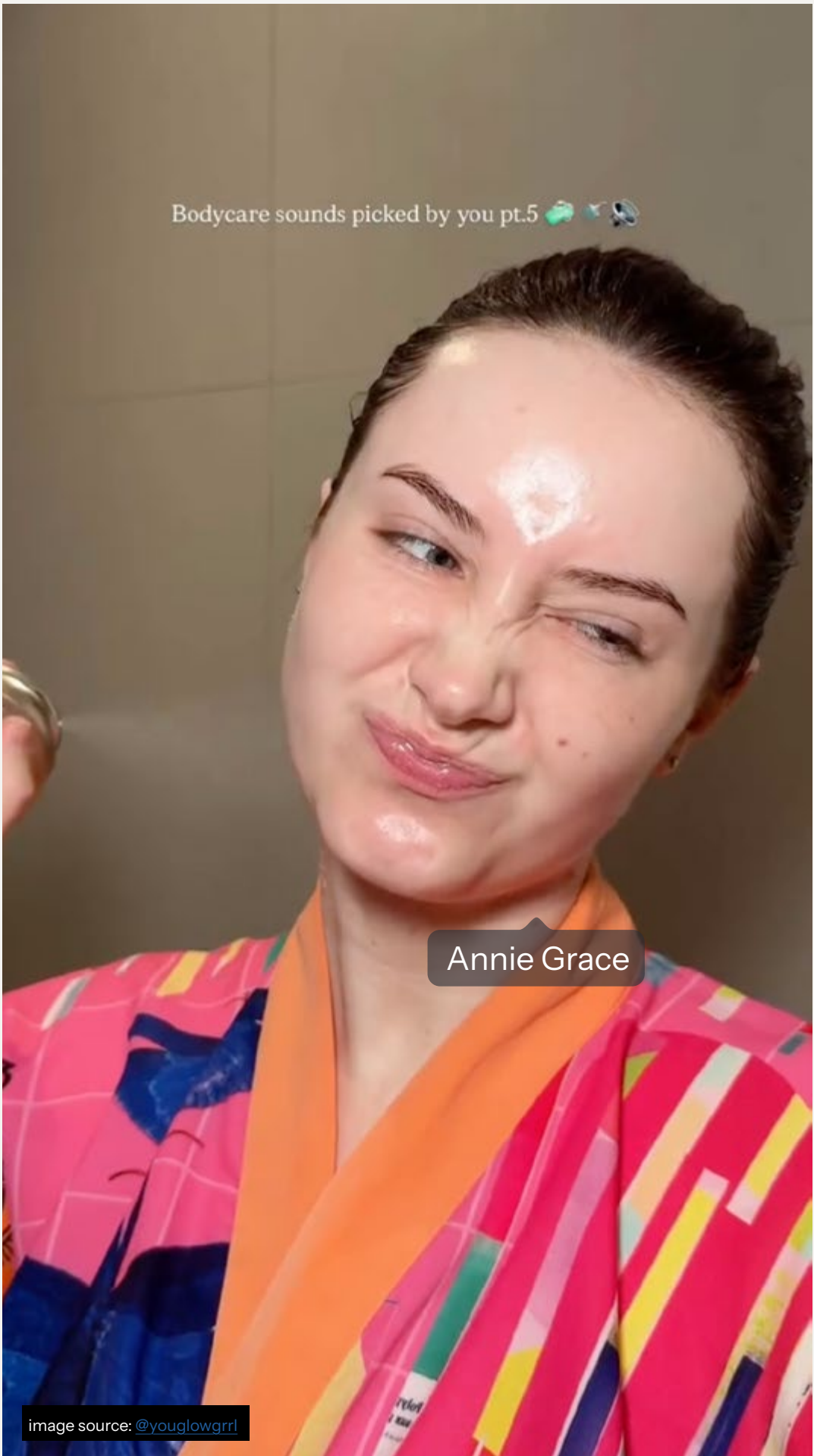
[Annie Grace](#) went viral this year with her speedy [ASMR bodycare](#) Reels, earning over 2 million views on her “Bodycare Sounds Picked by You” Reel.

Similarly, [Lucy Jane](#) frequently creates ASMR “date night” content, which consistently spikes engagement on her channel, averaging over 600k views per [post](#).

Products should be featured on influencers’ Instagram feeds in quick, engaging formats to show that they deliver party-season looks that are effortless, every single time.

+ Our Key Takeaway

Consumers are drawn to the promise of a speedy transformations, which we recommend leveraging as a marketing tool in the run-up to Black Friday and Christmas.



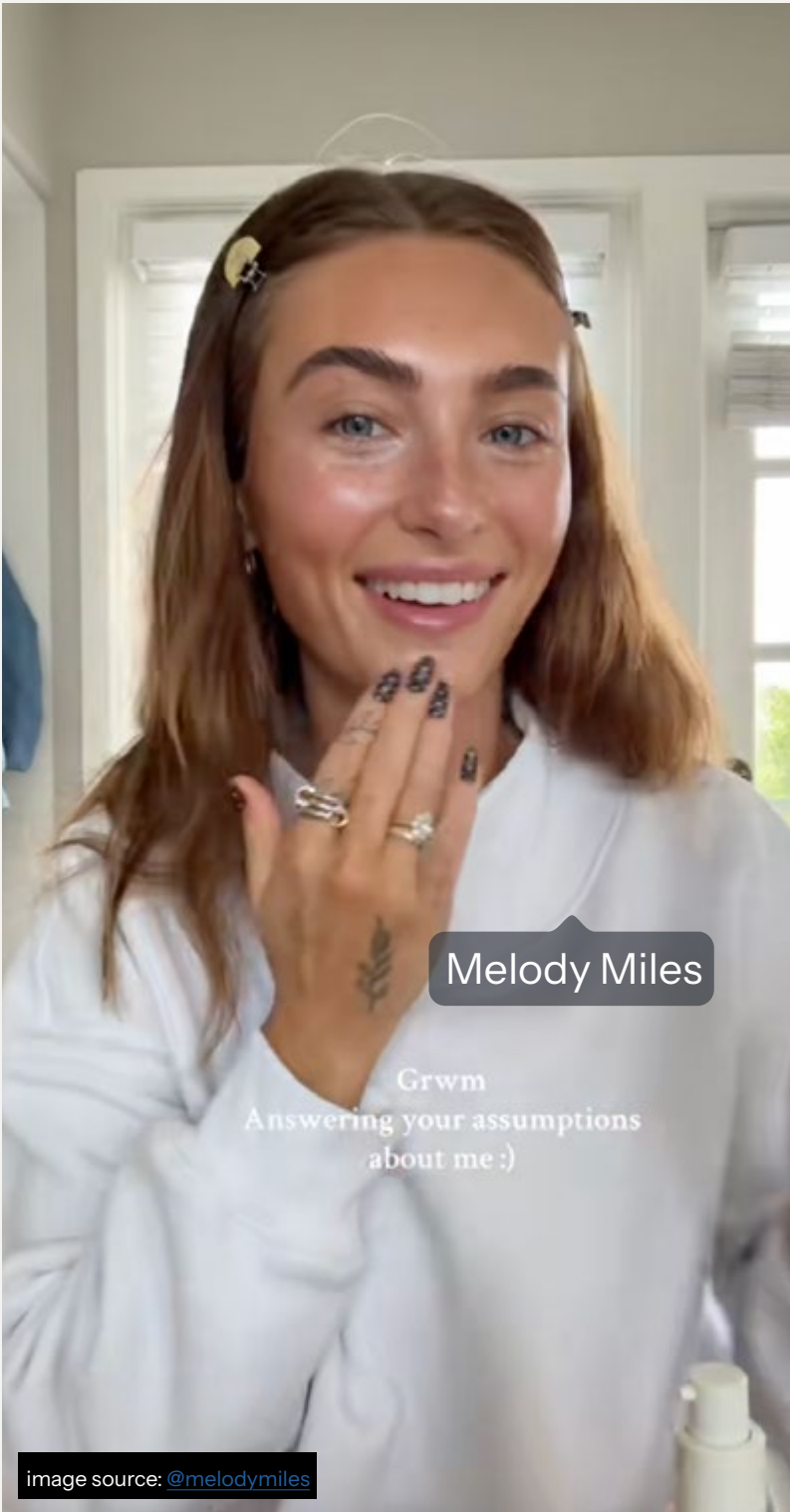
It is worth noting chatty makeup vlogs remain a desired format on TikTok.

+ Our Key Takeaway

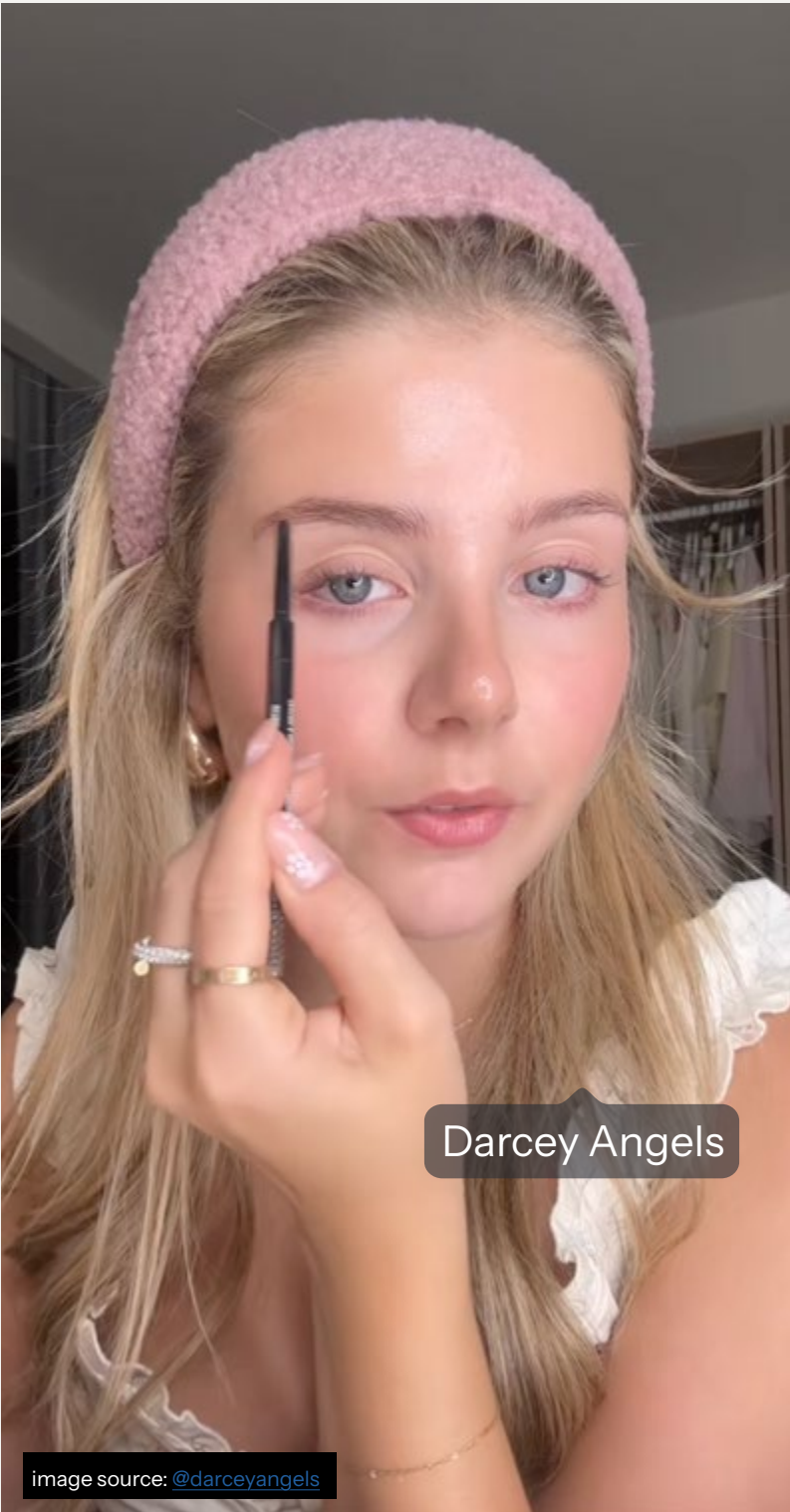
We’ve seen chatty makeup vlogs secure more views when influencers are responding to their followers’ comments or getting ready for a specific event.



[Shanti Khan](#) getting ready for her birthday.



[Melody Miles](#) addressing her followers’ assumptions about her.



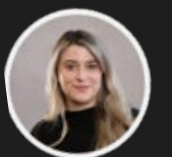
[Darcey Angel](#) sharing things she wished she’d known when she was 17.



“For brands, this means rethinking how stories are told on Instagram. It’s not enough to just show up with long-form trends like GRWM – you need to land the message fast with a great hook. Tapping into formats that feel familiar (like ASMR) helps cut through instantly.

Use a **Hook x Format x Message** approach for your next piece of content. By focusing on the hook, a familiar format, and a memorable message you’re part of the way there.”

Sarah
Senior Strategist



Beauty's role in post- motherhood identity





image source: @lifeatbluebell



image source: @susijverrill

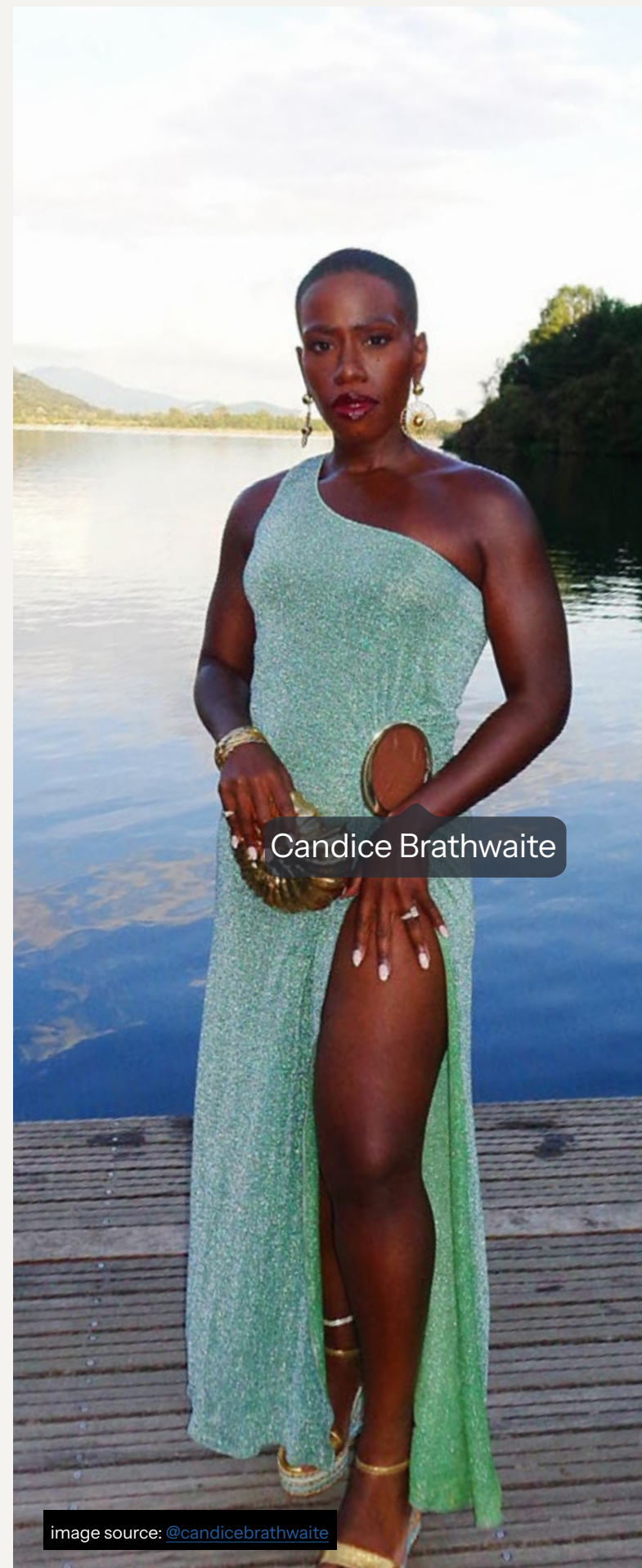


image source: @candicebrathwaite

Beauty becomes a key site of self-expression and reconstruction in the journey of post-motherhood identity.

Key examples are [Amy Runciman](#) getting ready for a wedding while pumping breast milk, [Susie Verrill](#) doing her makeup in the car using toilet roll as rollers and [Candice Brathwaite](#) commenting on fragrance and how her confidence has grown with age.

+ Our Key Takeaway

We've seen audiences respond to everything from big statements about reclaiming themselves to GRWM content in relatable contexts which showcase beauty routines while juggling childcare.

Comedy as a top-of-funnel opportunity



Satirical content about beauty routines is emerging as a route to macro engagement for brands.

Our Key Takeaway

This year, we've seen the rise of relatable, often absurdist riffs on multi-step regimes, frequently parodying the process of getting ready.



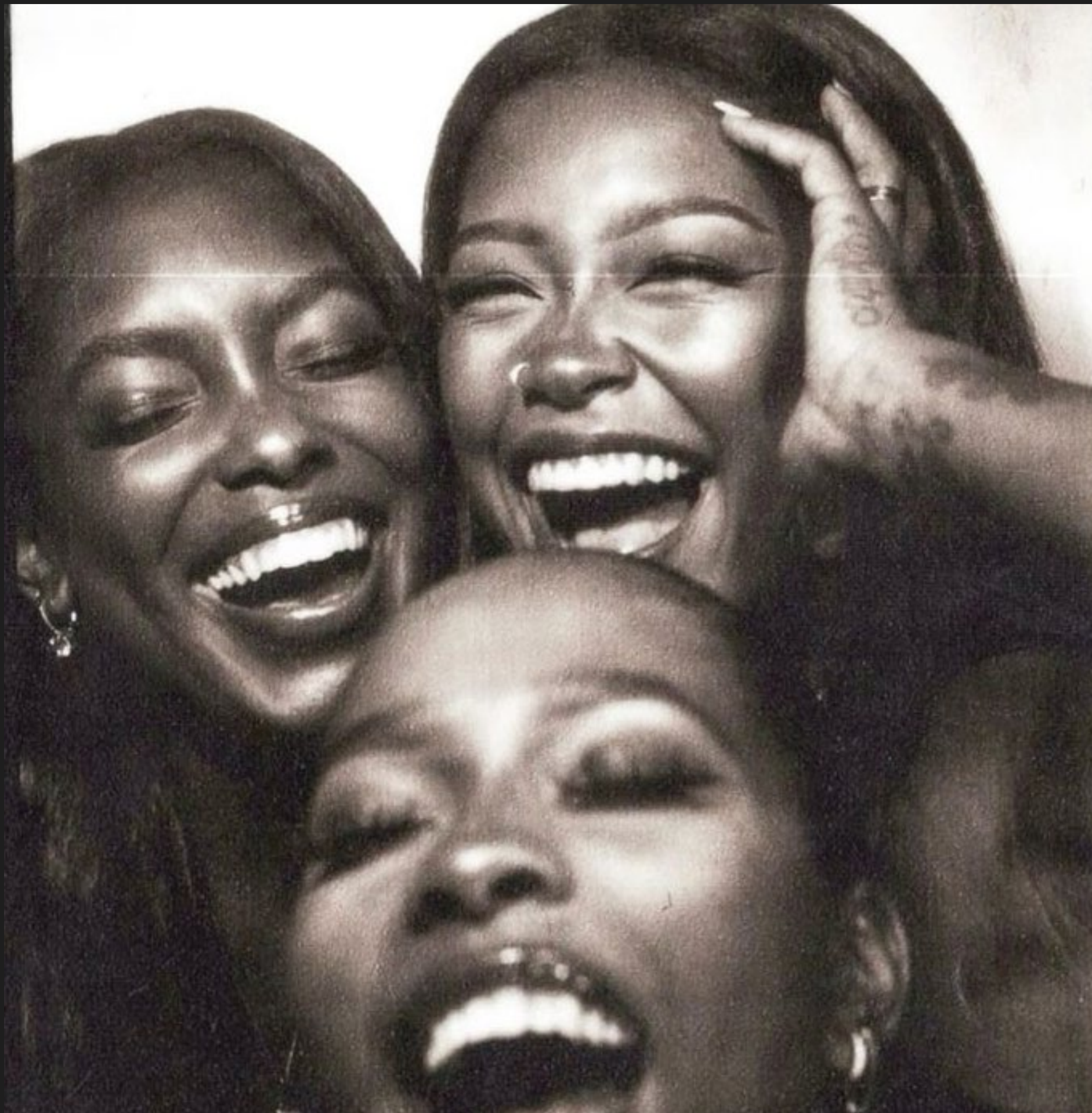
[The Gilbert Twins](#)' skit (which is an advert for PopWorks x Malibu)



[Fred Asquith](#)'s Reel on makeup shopping with his wife



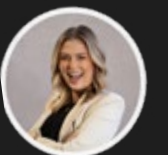
[Izzie Rodgers](#)' parody of the "morning shed".



“Comedy cuts through ad fatigue, helping beauty brands stand out by bringing products into entertaining spaces.

To do it best, give creative freedom to comedy creators, focusing on relatable moments to create memorable, and most importantly shareable content.”

Niamh
Account Director



Brand experiences take centre stage



image source: [vogue business](#)



25%

of the top Tiktok
ads in April 2025
documented
brand experiences

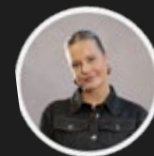




“Brand trips have evolved from glossy influencer getaways into cultural statements, but only when they’re done with intention. The days of flying out the same faces for content are over; real impact comes from curating talent who bring depth, diversity, and credibility to the conversation.

When done right, these trips aren’t just marketing moments, they become cultural touch points that define what beauty means today.”

Amelia
Talent Director



+ Our Key Takeaway

We suggest inviting emerging creators on brand trips to build meaningful relationships and secure long-term influence and visibility with the next generation of social media stars.

Influencer trips offer creators immersive experiences that inspire authentic brand content, encourage deeper partnerships between companies and influencers, and help position products in the creator sphere.

Good reference is Holland & Barrett’s recent [excursion](#) to the Cotswolds.

image source: [@hollandbarrett](#)



“When inclusivity is woven into the experience rather than added as an afterthought, it becomes one of the most powerful drivers of brand advocacy.

By embedding accessibility and cultural awareness into every detail, brands earn lasting trust from their audiences.”

Tom
Account Director

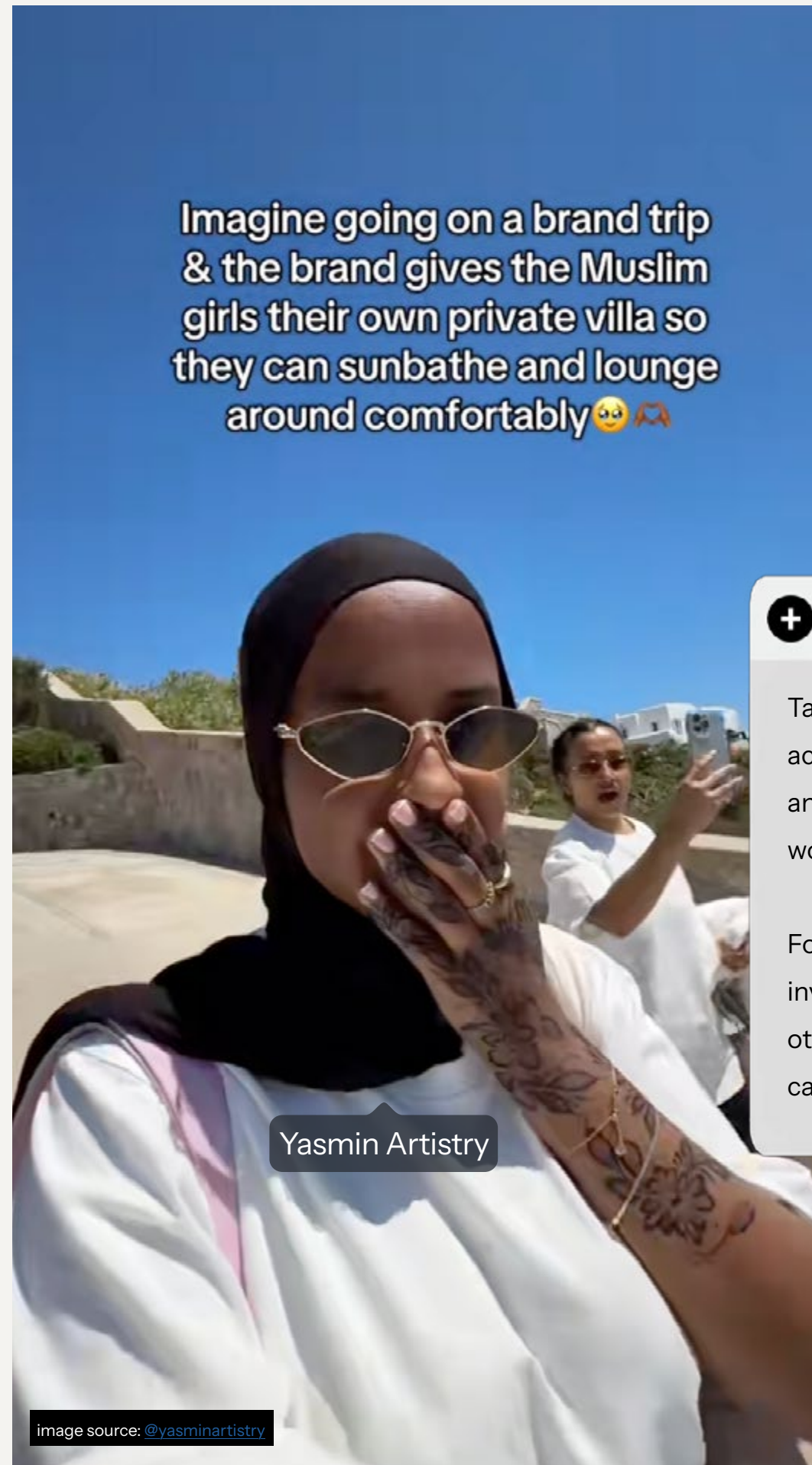


image source: [@yasminartistry](#)

Earlier this year
Space NK was praised
for its consideration of
Muslim creators.

[Yasmin Artistry](#) posted
about her experience,
gaining 4.4 million views
and 955,400 likes.



Our Key Takeaway

Taking all necessary inclusion and accessibility measures is essential and will be noticed - for better or for worse - by attendees.

For brand trips, we recommend inviting creators who know each other, as it drive content which capitalises on the macro duo trend.

Beauty, passed down through generations





Approximately one third of Gen Z continue to live in the family home which means they are spending a larger amount of time in the place they grew up than the generations who preceded them.

Cue the rise of creators who feature their Baby Boomer grandparents and Gen X parents.

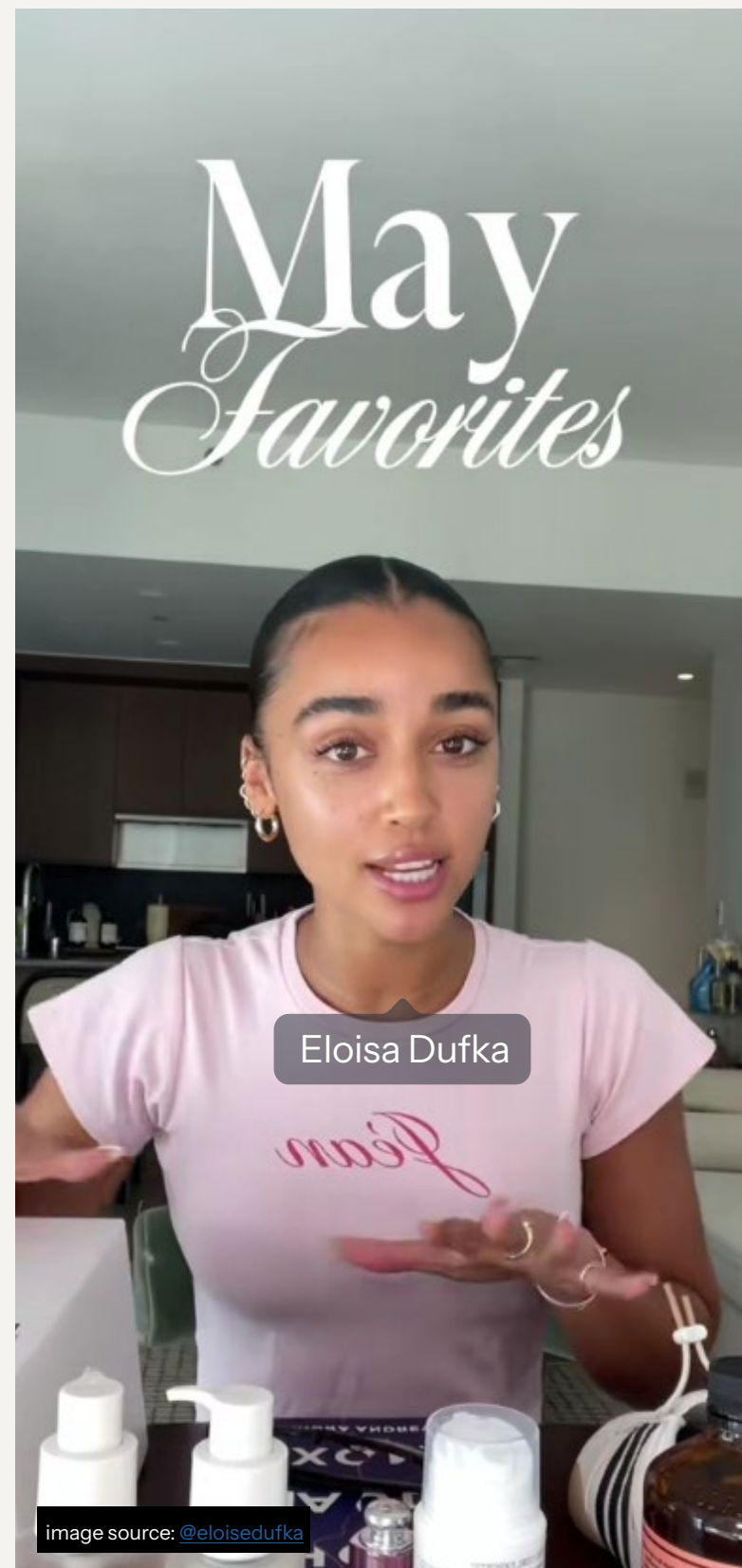
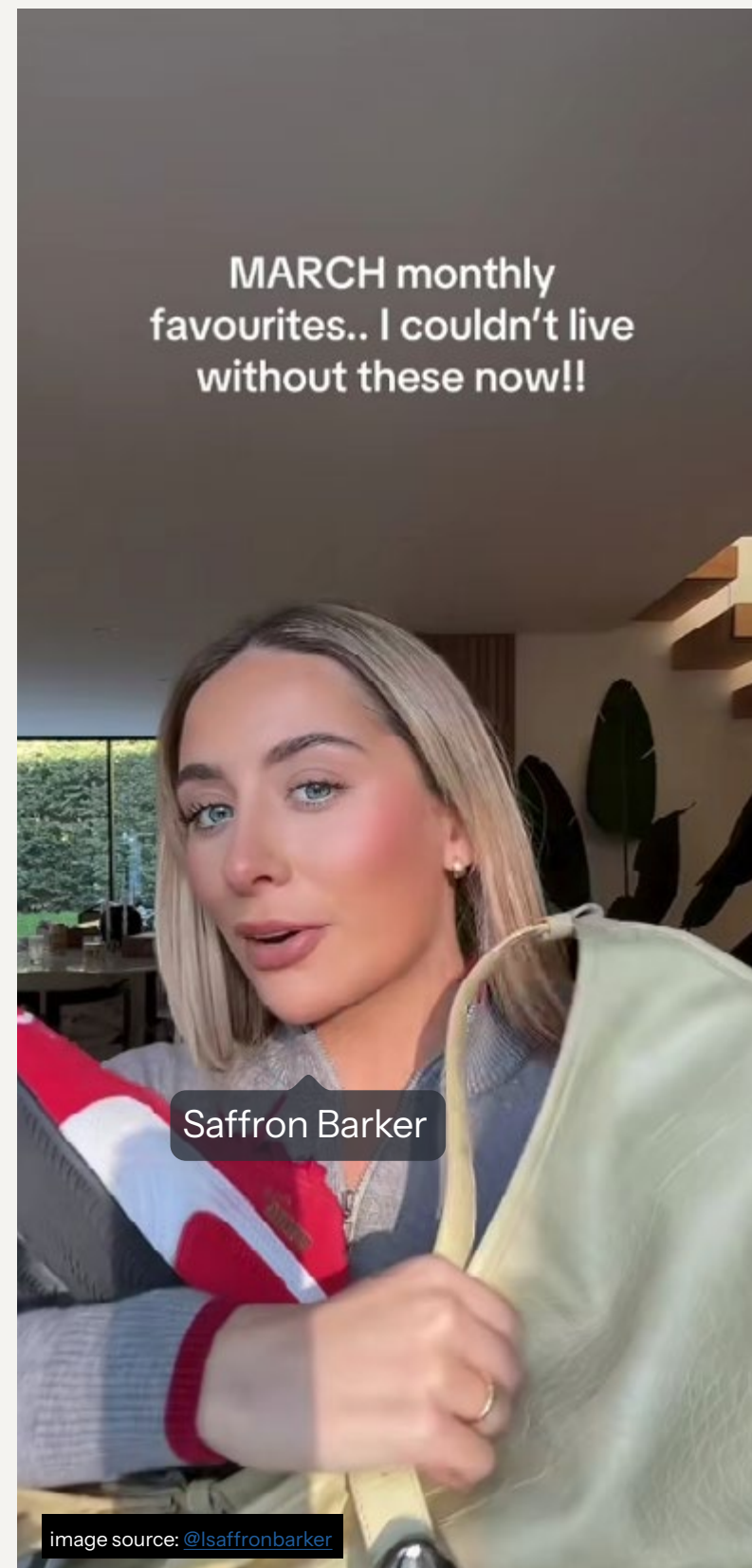
Cross-generational formats include parents doing GRWM voiceovers and chatty videos with grandparents

+ Our Key Takeaway

We’ve seen consumer reactions to this content fall into two categories: they either find it relatable and share it, or they view it as aspirational. When planning your next campaign, be sure to factor this in to maximise engagement.

The resurgence of monthly favourites





The beloved monthly favourites format is another YouTube trend that has migrated to TikTok. The video style has been used by [Saffron Barker](#), [Fatima Birry](#) and [Eloise Dufka](#).

Creators round up their favourite beauty products, films, clothes, books and gadgets via [chatty sit-down videos](#) or aesthetic [Carousels](#).

Monthly favourites content is part of the wider trend of creators providing recommendations through empties hauls and the weekly R.E.P.O.R.T (reading, eating, playing, obsessing, recommending and treating) trend.

The beauty of the monthly favourites recap is that companies can learn which creators are genuine fans of their products.

+ Our Key Takeaway

Use brand fans as a starting point to inform influencer selection to ensure paid partnerships feel authentic and honest.



Lifestyle creator [Lexie Harris’ photo dump](#) has a 4.8% engagement rate



[Kristina Krechina’s Carousel](#) has a 4.7% engagement rate.



“When there is a new product dropped every other day, formats like monthly faves or empties videos help to cut through the noise with real experiences. Audiences are so educated on ingredients, but they want to see them in practice from a reliable source.

Ultimately, for the format to work successfully, you need to be unfiltered and honest, it’s all about building trust.”

Liv
Senior Account Manager





2 Category Deep Dive

Men's skincare searches skyrocket

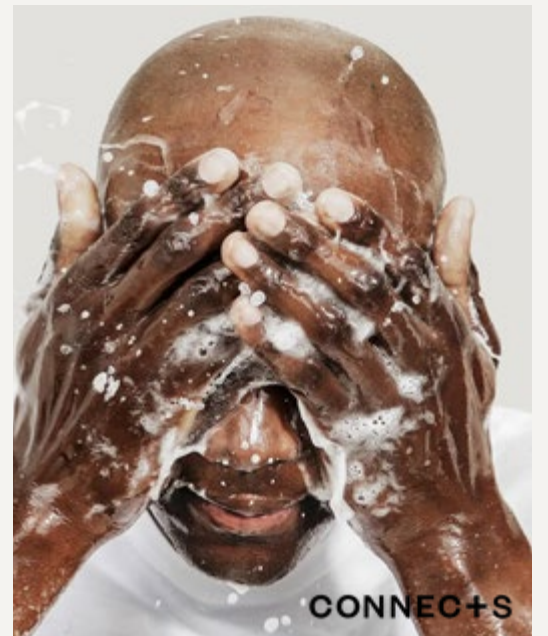
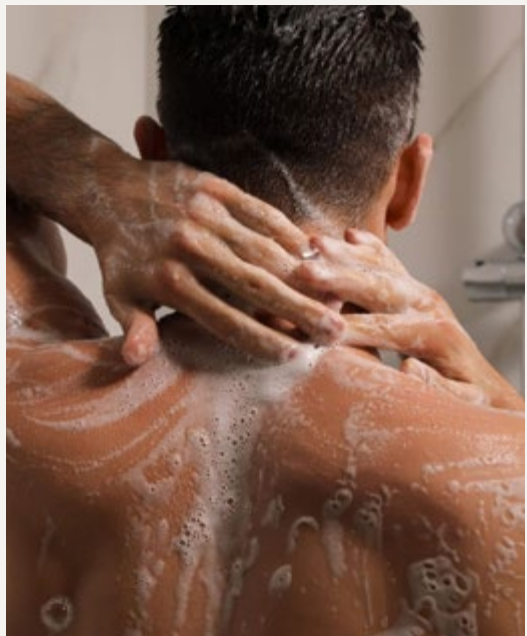
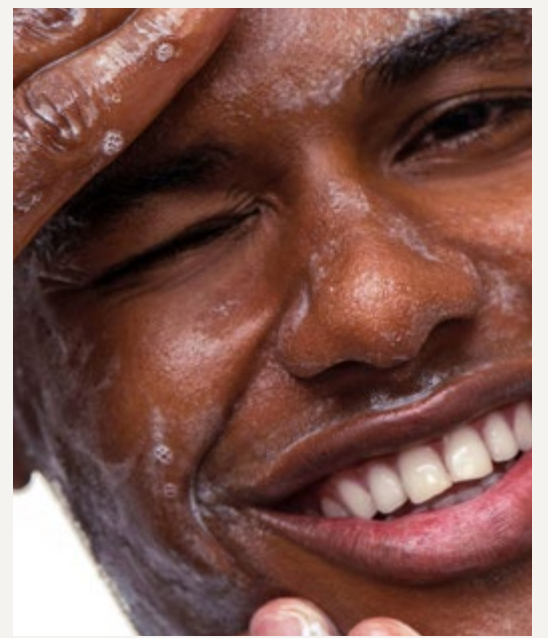




24%

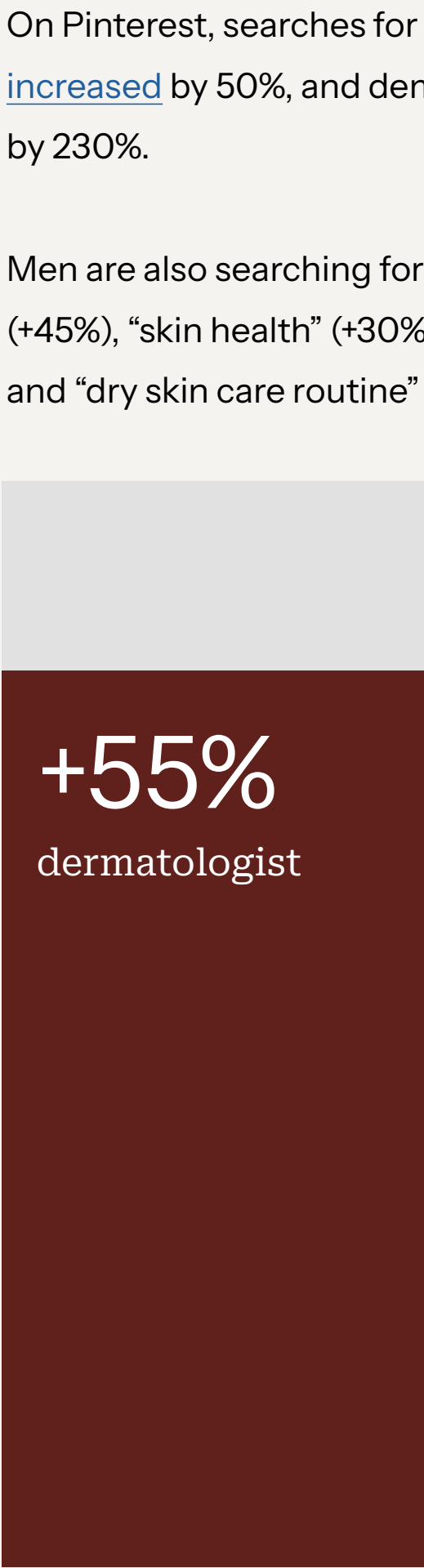
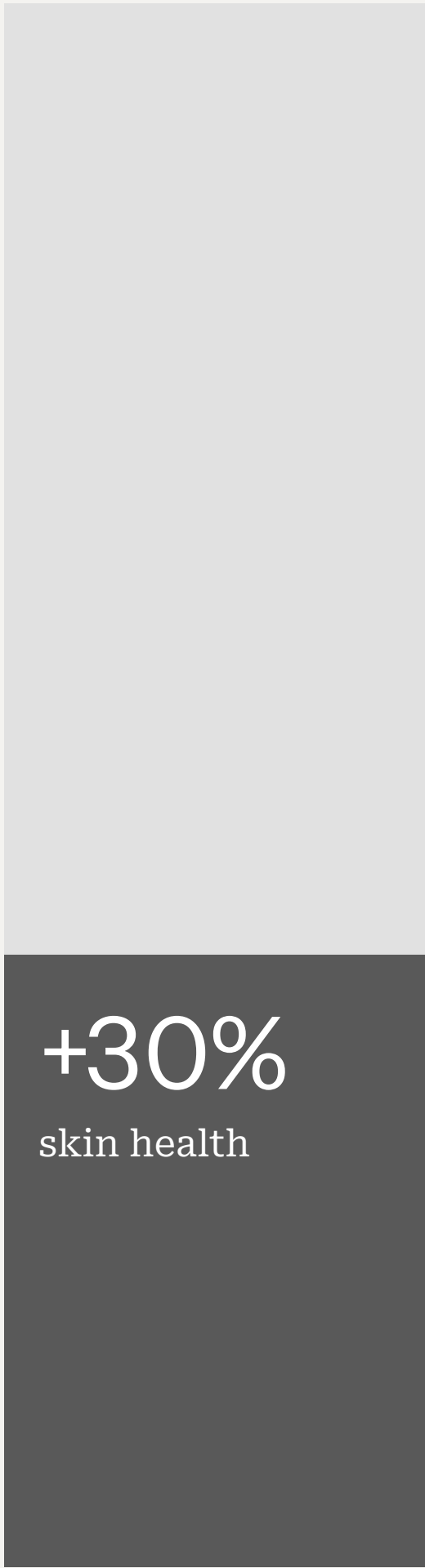
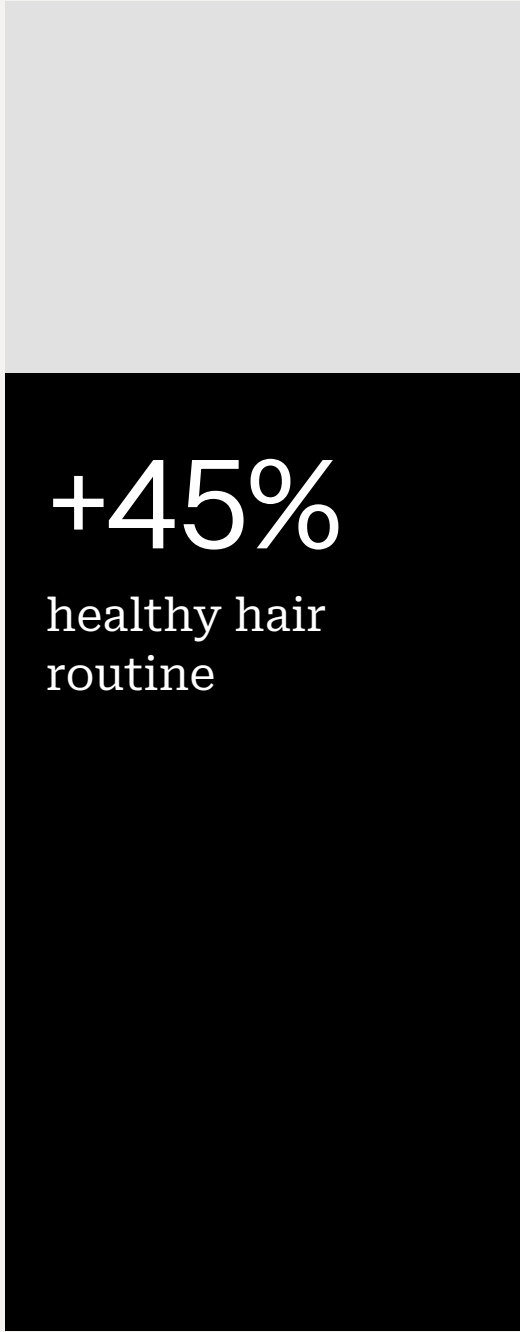


of Instagram's
leading
skincare posts
in 2025 were
by or featured
men.



Search  volume for 
men's skincare  routines
has  grown  by **857%** 
over the  past five years.

Pinterest search trends



On Pinterest, searches for “male makeup” have [increased](#) by 50%, and demand for “men’s facial” is up by 230%.

Men are also searching for “healthy hair routine” (+45%), “skin health” (+30%), “dermatologist” (+55%), and “dry skin care routine” (+45%) on Pinterest.

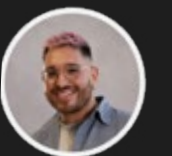


“Men showing up in beauty is no longer a novelty, it’s a full-blown movement. From TikTok tutorials to skincare deep dives, male creators aren’t just joining the conversation, they’re driving it.

This rise speaks to a broader cultural shift: beauty is being redefined as universal, not gendered. We’ve moved from ‘borrowing her cleanser’ to men being the star of the skincare routine and audiences are eating it up. For brands, the opportunity is bigger than ever.”

JR

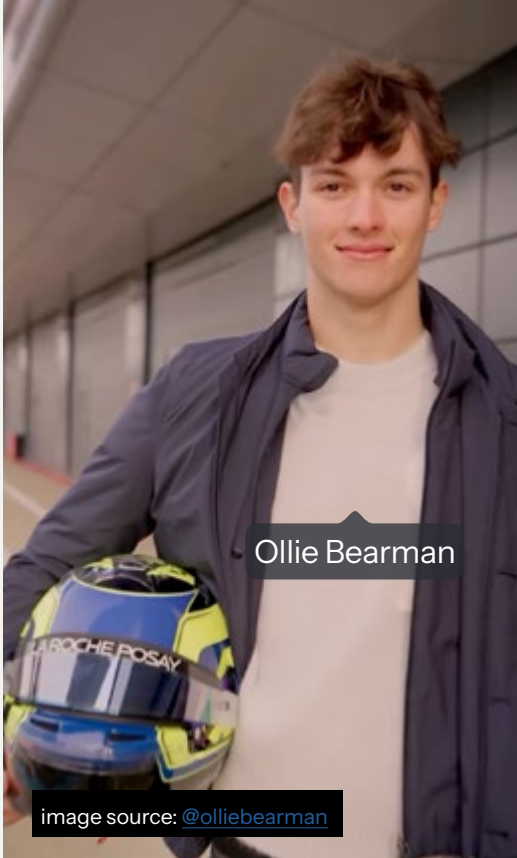
Senior Account Director



Many skincare ads featuring men perform well



Rahi Chadda’s campaign for Dior Beauty had a 4% ER.



Racing driver Ollie Bearman’s ad for La Roche-Posay had a 2.9% ER.

Couples content engages skincare consumers too.



Comedy creator Fred Asquith’s skit about ice rolling has had 3.8 million views and 306,000 likes (73% ER).



Anthony Cushion’s “forced” skincare routine by his husband had 3.4 million views (11.5% ER).



Ling Khac Tang regularly uses her products on her husband.



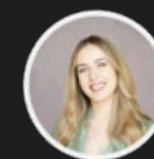
Vienna-based creator Siqizhouu’s video of her skincare routine on her boyfriend has more than 541,000 views, 66,500 likes and 7,200 favourites.



“Working with couples on beauty content provides an arena for an education piece that is both relatable and aspirational. It opens up a safe space for men to talk about skincare as well as highlighting the multiplicity of the product.”



Arabella, Head of Growth at CORQ





3 Driving Influence

Jo Malone Declare your Scent

Building global brand awareness and consideration for the unisex fragrance brand.

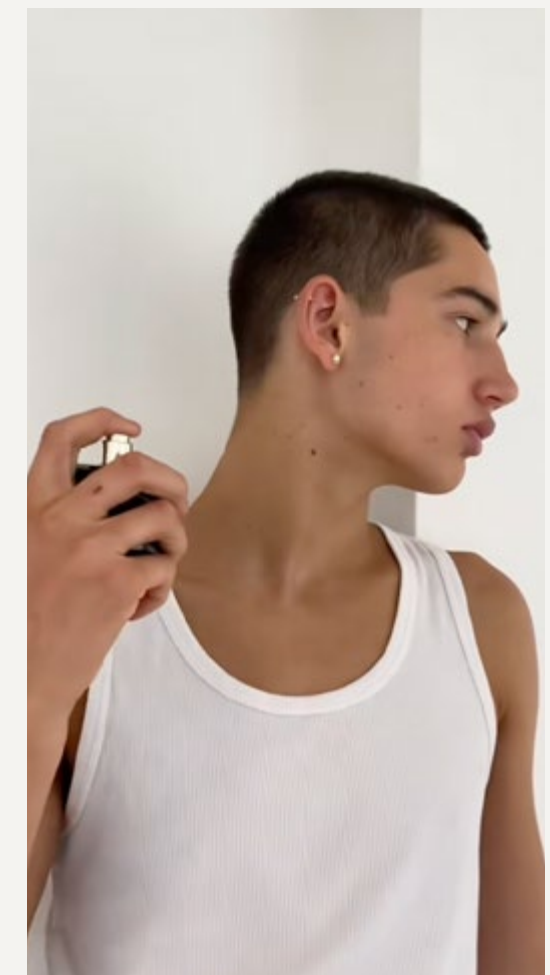
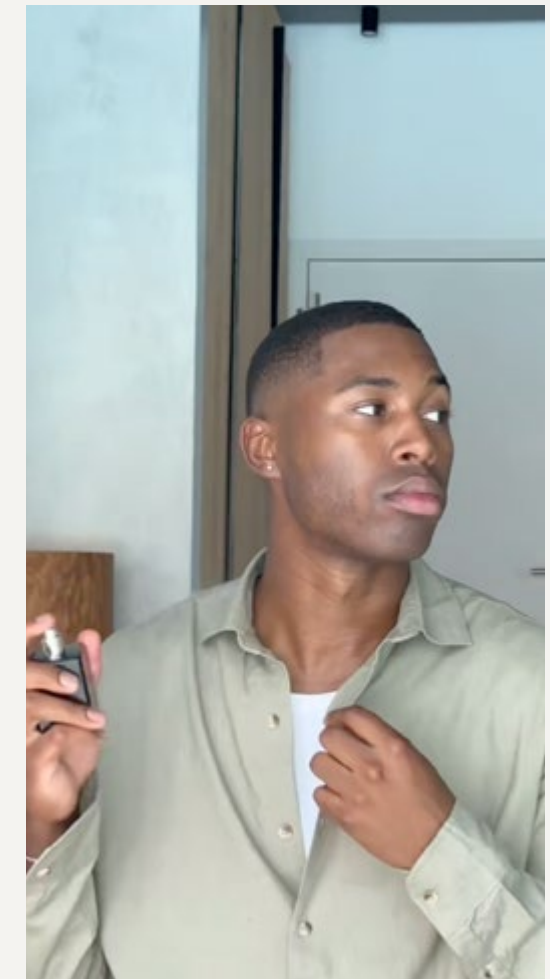
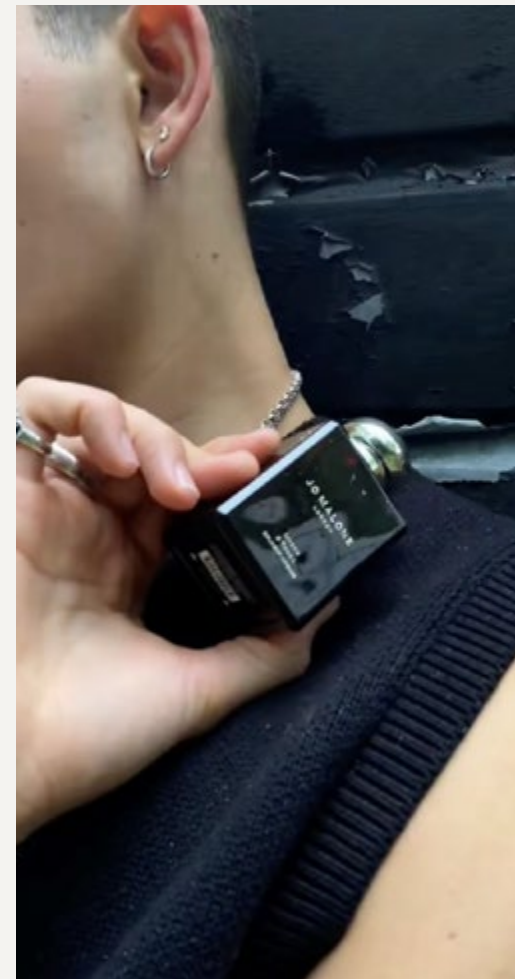
Human Approach

We celebrated personal fragrance stories, building an emerging creator network across the UK, US, and Germany, gifting brand advocates their favourite fragrance. Our #DeclareYourScent content spanned personal rituals, scent memories, and styling moments.

Delivering Impact

With **122 bespoke content pieces** achieving **230K reach** and a **12.5% engagement rate**, we reinforced Jo Malone as a brand rooted in emotion, not algorithms.

The Beauty Playbook: What's Next on Social?



Panasonic Establishing Sector Authority

Positioning the luxury haircare range as a premium choice across key European markets.

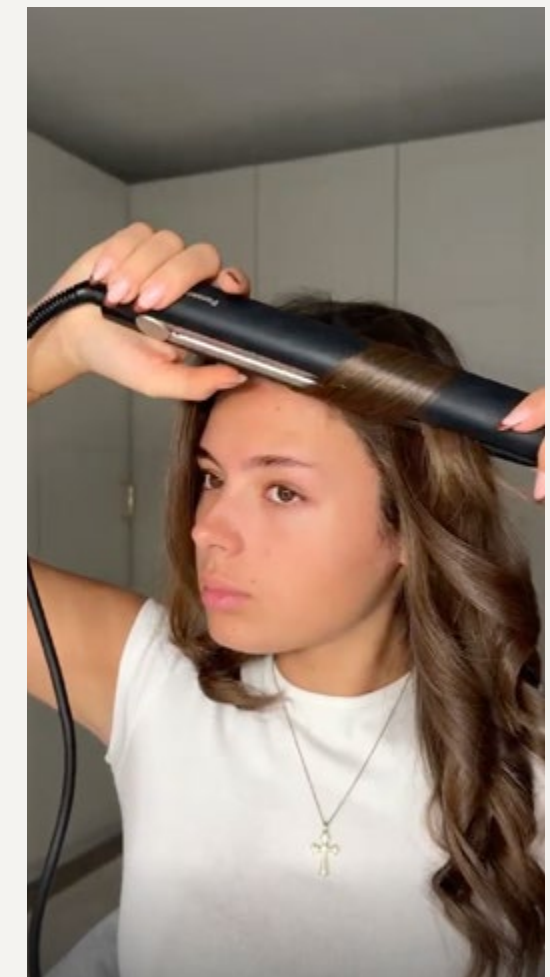
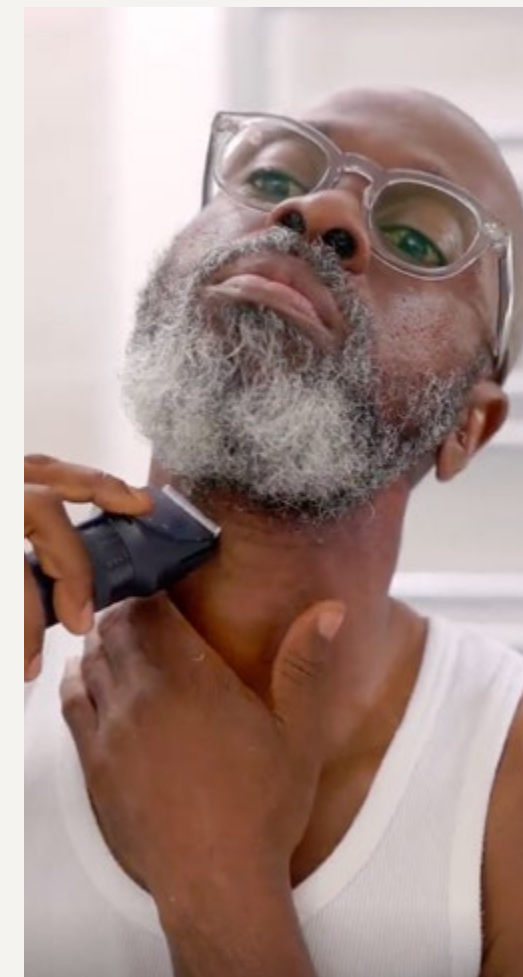
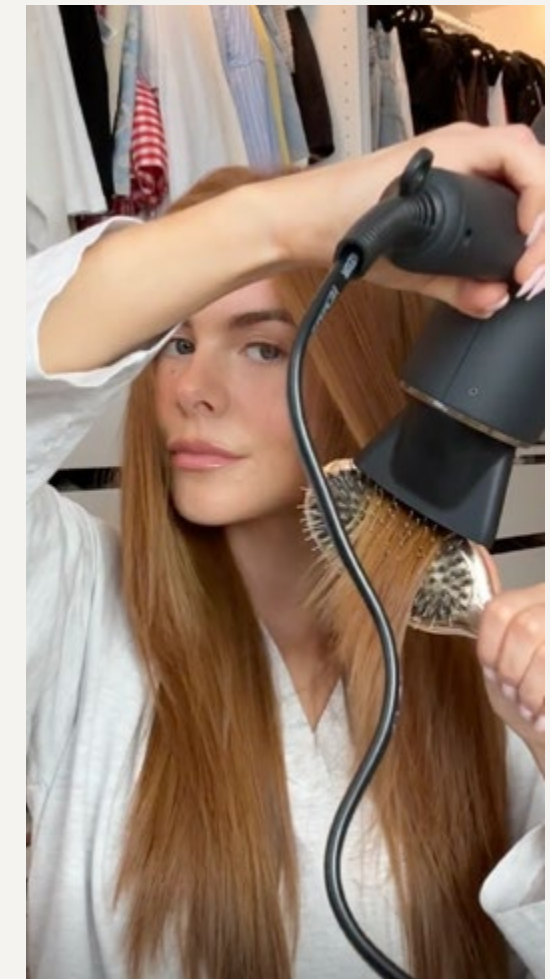
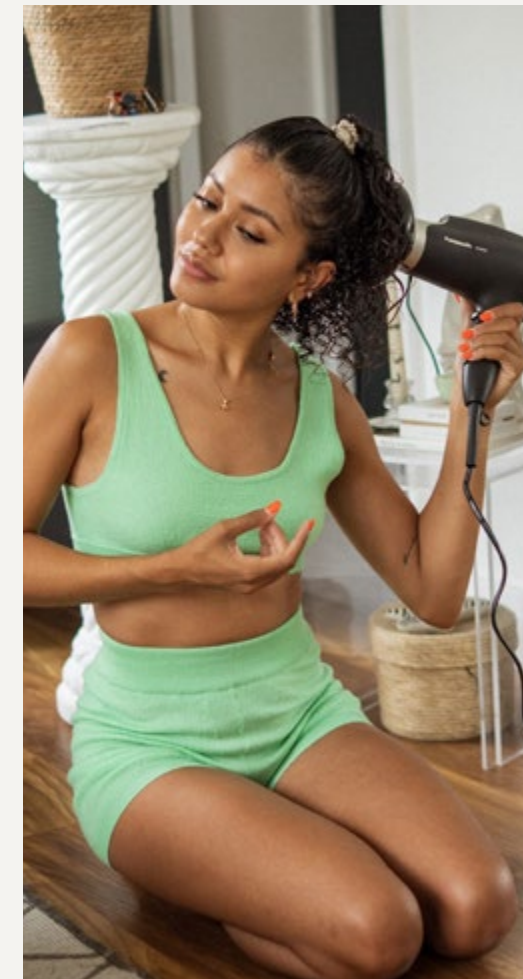
Human Approach

We partnered with community voices through a strategy of multiple content bursts anchored in the campaign's core wellness narrative.

Influencers integrated Panasonic products into their everyday routines, spotlighting hair and scalp health while championing natural beauty through self-care and wellness rituals.

Delivering Impact

Building brand love and educating audiences on product benefits, we firmly established Panasonic as a trusted leader in the premium haircare sector, achieving 32.9K link clicks, 49.8M impressions, and 7.9M engagements.



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To find out more, get in touch with our team:

info@seenconnects.com

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