

OUTSPOKEN BEAUTY PODCAST MEDIA PACK



2021

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ABOUT THE OUTSPOKEN BEAUTY PODCAST :

The **Outspoken Beauty Podcast** is one of the UK's most successful beauty and wellbeing podcasts, hosted by beauty broadcaster Nicola Bonn.

Nicola has presented on the UK's biggest commercial radio stations with shows on Classic FM, Heart, Magic and most recently Smooth and has also been a beauty broadcaster for 15 years. She is also a beauty writer and regular columnist for Get The Gloss.

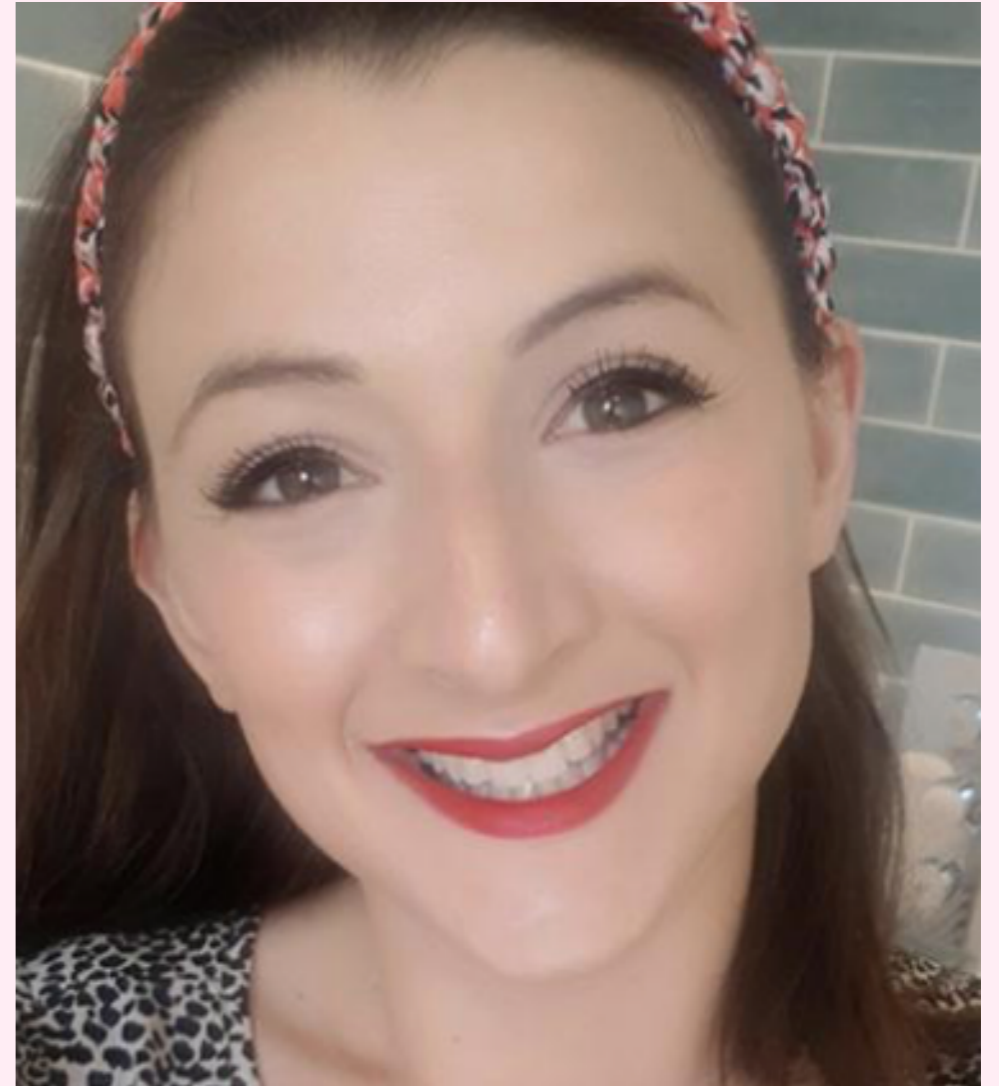
Outspoken Beauty frequently tops the podcast Beauty and Fashion charts and has been featured in Harpers Bazaar's top 10 podcast lists two years running, listed in Glamour as one of the top podcasts to listen to in lockdown and has also been featured by Stylist and Vogue Italy.



ABOUT NICOLA BONN:

HOST OF OUTSPOKEN BEAUTY

- Nicola has presented the Outspoken Beauty podcast since 2018
- The podcast was created out of Nicola's desire to have open and inclusive conversations about beauty, wellness and mental health
- She is an experienced radio and beauty broadcaster
- She is a columnist for Get the Gloss
- Nicola's signature interview style uses beauty as a starting point, inviting guests into deeper conversations. No subject matter is off-the-table
- Nicola also consults brands on how to communicate authentically with their customers through their various channels



IN THE PRESS :

GLAMOUR

ENTERTAINMENT

The best podcasts to listen to during isolation – including The High Low, which is returning to dispel some of the Coronavirus gloom!



Outspoken Beauty

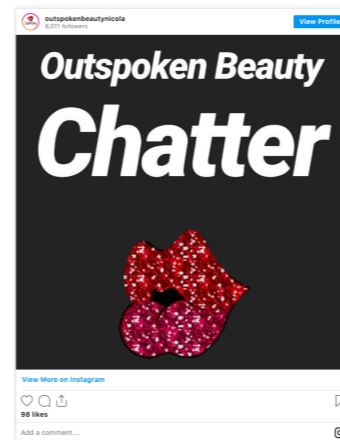
Outspoken Beauty is being billed as the UK's most honest, straight talking beauty podcast. Beauty can be a contentious subject. Why do women feel pressurised to wear makeup? What is this obsession with fighting ageing? How can the beauty industry charge so much for a mere pot of face cream? Why shouldn't women be able to have hairy legs and be perceived to be sexy? This podcast helps us answer that and celebrates how beauty can make us feel great and enhance all that is positive about us.

BAZAAR

Harper's

8 of the best podcasts for beauty lovers

For beauty reviews, expert guests and inspiring stories
Outspoken Beauty



Hosted by broadcast journalist Nicola Bonn, Outspoken Beauty is an honest look at the trends, experts and products currently reigning supreme in the beauty industry. Delivered in a style that makes it feel like you're being talked to by a friend, there are also plenty of opportunities to ask Bonn questions, on any topic from supplements to long lasting make-up, which she will then answer 'on air'. If you feel a bit confused or overwhelmed when it comes to your beauty routine, we can't recommend it enough.

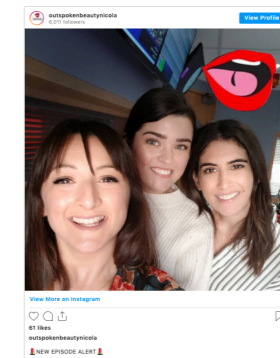
STYLIST

The beauty and wellness podcasts you need to listen to

From comedy to music, millions of podcasts flood the audio-sphere on a daily basis. However, it's the beauty kind that *Stylist* can't get enough of.

There's something particularly fascinating about listening to the crème de la crème of the industry dish out informed advice you'd otherwise have to pay megabucks for, lifting the lid on brand new products and getting the lowdown on how some of the most successful women in the beauty business came to be – and we know you'll be just as enamored by them as we are.

Here's our ultimate guide to navigating the best beauty podcasts out there right now...



BYRDIE

14 Podcasts Every Beauty Lover Should Listen To

There are so many great beauty podcasts these days, it can be hard to know where to start. The good thing about beauty podcasts is that you can listen to them out of order, so if there is a particular guest on halfway through a series you can jump into that episode. If all the episodes float your boat, then you can binge them all à la Netflix. Whether you listen to beauty podcasts on your commute, while you're doing your chores or, quite fittingly, while soaking in a tub with a sheet mask on, these are the 14 best podcasts every beauty lover should listen to right now.

Outspoken Beauty



VOGUE

PODCAST BEAUTY

Podcast beauty: everything you need to know

OF VALENTINA DEBERNARDI

APRIL 30, 2020

They have blaring stamps, laugh a lot and bring three-hundred-dollar-an-hour stars and specialists to the living rooms of at least twenty thousand people a month. They are the Podcasters, a new generation of influencers who use the voice instead of the image to win followers. Here are 9 Beauty Podcasts you can't miss

OUTSPOKEN BEAUTY



Awarded the **best beauty podcast in the UK**, it was created by **Nicola Bonn**, speaker, journalist and mother of two. Talk about **mundane issues with special people**, including Elle Macpherson, Mel B, or make-up artist Val Garland. Not only beauty, but also **solutions** to alleviate anxiety, to increase self-esteem, or simply to feel good and feel fitter. 20,000 downloads per month, Outspoken Beauty has a blog with **reviews** of cosmetics and perfumes. outspokenbeauty.co.uk

LISTENER STATISTICS :

Nearly 2 million downloads

90% Female aged 23 - 75

Beauty and wellness enthusiasts



ABOUT #THEOUTSPOKENPANEL :

- To connect more deeply with her highly engaged listener base, Nicola launched a trialling panel and a new dedicated podcast series [#TheOutspokenPanel](#).
- The purpose of the panel is to give women that love beauty a voice in the industry - to share honest feedback and encourage brands to create products that reflect their wants and needs.
- Aged from 23 to 75, #TheOutspokenPanel is diverse and includes women of all ethnicities, skin types and careers, ready to trial and test products in exchange for valuable, honest and representative feedback.
- #TheOutspokenPanel are able to share their reviews across their own social media as well as on the dedicated podcast episodes by the same name. Nicola has a segment in every episode for panellists to share their reviews with The Outspoken Beauty listeners.



WHAT MAKES #THEOUTSPOKENPANEL UNIQUE?

- #TheOutspokenPanel is the only panel that is supported by a dedicated, award-winning podcast. The Outspoken Beauty podcast ensures that panel reviews are amplified and reach thousands of engaged beauty consumers across the UK market.
- Every member of the panel is unaffiliated with any other brand, allowing for honest and unbiased feedback from informed women that are highly engaged with beauty.
- Unlike other panels, Nicola has direct contact with members on a regular basis via a private Facebook group, weekly newsletter and Instagram.
- Each member of the panel shares extensive details around their needs and wants alongside their current beauty routine. This ensures brands can reach suitable members of the panel for relevant, fair and honest reviews.
- Members of #TheOutspoken Panel organically share their reviews on social media and have the ability to reach thousands of potential consumers via their own social networks. A number of women are already considered to be industry micro-influencers in their own rights and all members naturally harness the power of honest peer-to-peer recommendations.
- Working with the panel generates genuine testimonials that can be used across brand websites and social media.
- #TheOutspokenPanel allows for powerful and bespoke partnerships for brands that are confident in their offering and really care about authenticity, honesty and integrity.



WORK WITH THE PANEL:

There are several ways to work with the panel, including but not limited to:

- *Social Media:*
Seeding product to the panel to be shared across social media with reviews
All reviews that tag @OutspokenBeautyNicola are also re-shared across Nicola's Instagram
- *Engagement:*
Sharing brand and product details with panellists via the Outspoken Beauty newsletter.
Organising brand led video sessions with the panellists to further engage with them
Panellist reviews on #TheOutspokenPanel series and wider podcast
Engaging with the panellists via webinars and with promo codes
- *Marketing & Launch:*
Reviewing a product before launch in the development stage - This is an opportunity to trial a product with your target demographic or to the whole panel to receive insightful feedback ahead of launch*
Gauging customer views on a marketing strategy
Working with the panel to get honest reviews on your own site

*Terms & Conditions apply - More detail available on request



WORKING WITH THE OUTSPOKEN BEAUTY PODCAST AND PANEL

As each partnership with Outspoken Beauty is tailor-made to suit a brand's requirements, all final prices are provided on a case by case basis.

THE OUTSPOKEN BEAUTY PODCAST:

Options include but are not limited to:

Dedicated 40 minute Podcast Episode (Can include panel reviews)

Standalone Product Review (Noted as a paid partnership)

Brand Representative Interview (10 minute segment)

#THEOUTSPOKENPANEL:

Nicola will work closely with you to create a bespoke plan that caters to your brand needs and ensures you engage with panellists that match your demographic. Each partnership is designed to encourage deep engagement with the panellists, build trust with influential beauty communities and generate authentic positive reviews of your brand. Prices vary according to the level of engagement required from the panellists and Nicola's support across her various platforms.



TESTIMONIALS

“I am the Founder of an oral beauty brand, L.A. PACIFIC. The format we used was a Founder interview followed by a sample of some beauty panelist reviews. It was a relaxed interview style which created a diverse and authentic conversation. Nicola is very knowledgeable across all areas of beauty, her questions make it obvious that she has done her research and this professionalism is weaved in seamlessly. The beauty panelist sampling was an easy process and having the option to add the voice of the customer further contributed to the personal style that Nicola naturally creates. Since the podcast launched I have seen an uplift in the number of beauty blogs/experts following our social media and featuring our products in their content which is exactly the type of credibility and awareness any brand would look for. We also secured a new retail channel as a stockist. In summary, working with Nicola was an absolute dream and I look forward to working together more in the future.”

Hannah Moore, Founder - L.A. Pacific Toothpaste

L.A. Pacific Toothpaste

We worked with Nicola Bonn from Outspoken Beauty to create, record and publish a first in industry digital sound podcast in conjunction with our fragrance product ‘Portrait of a Lady’ by EDITIONS DE PARFUMS FREDERIC MALLE.

The future of scent in digital is an exciting discovery journey and Nicola was the most perfect partner to do this with.

Her energy, openness and professionalism led us to create one of the most stunning podcasts in the world of beauty and fragrance.

The results were beyond our expectations with interaction, engagement and sales all beating our internal projections.

The quality of the piece was superb and will live on as a beautiful connection to this product and story for years to come.

Chris Reid, Vice President / General Manager UK and Ireland - Estée Lauder

ESTÉE LAUDER

Partnering with Nicola and Outspoken Beauty has been a great way to re-highlight Dermalogica to the UK and Irish Market. We’ve been able to reinvigorate lapsed users by reminding them of hero products and services – plus we’ve helped a new generation of skin care obsessives discover Dermalogica for the very first time.

Nicola has (if you’ll pardon the pun) really got ‘under the skin’ of our brand and has always represented Dermalogica in the best light. We are proud to work alongside her and are grateful for her advocacy, passion and partnership.

Emily Mitchell, Marketing Manager - Dermalogica

dermalogica[®]



TESTIMONIALS

“It is a testament to Nicola that her community of panellists echo her professionalism and passion for her subject. We had no idea what to expect from a collaboration with Outspoken Beauty (having never done anything like this) but we have been overwhelmed by the positivity and volume of the response.

The panellists were in no way required to share anything about us on their own social media, but we have lost count of the posts, resulting in a huge uptick in followers on Instagram.

Judging from the enthusiasm generated among the panellists, we are very optimistic about the reaction from the wider audience”

Cassandra Hall, Co – Founder, Montana Candles

LA MONTAÑA

“When we planned a recording with Outspoken Beauty and Nicola Bonn, The INKEY List were still quite a small unknown brand. Our main priority of the podcast was to get some brand awareness buzz – getting the word of The INKEY List out there to avid beauty fans. Little did we know it would drive such a huge amount of sales – especially so early on since launching the brand! The founders and retailers were thrilled with the conversion and ROI, and have found truly engaged beauty fanatics coming over to #askINKEY from the Outspoken Beauty platform.”

The Inkey List

THE **inkey** LIST™

“The bonhomie, laughter and insights that I have garnered from being part of the Outspoken community can not be underestimated – you may recall that this year has been an incredibly tough year for me facing and overcoming domestic abuse and for all of us to cope with varying degrees of lockdown. From the podcast to the Facebook group to the joys of the panel, never mind the wonderful Thursday lives, you have created an engaging and informative space”

Natalie, #TheOutspokenPanel Member

The trialling panel has been a brilliant experience. It’s got my product in the hands of people excited to explore what we offer and make the most of it with honest feedback. The process has been easy and exciting! Thanks Nicola for creating The Outspoken Panel!

Founder, Stephanie G-M - Ouli’s Ointment

OULI’S OINTMENT



PREVIOUS PARTNERSHIPS

EDITIONS DE PARFUMS
FREDERIC MALLE



dermalogica[®]

Fenwick

AROMATHERAPY
ASSOCIATES
LONDON

ESTÉE LAUDER



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