

AURORA Skincare: Setting the Direction for #RealGlow

Case 1 Summary

Overview

AURORA Skincare, a mid-sized Canadian beauty brand, faced declining engagement among Gen Z consumers. Once valued for clinical credibility, the brand was now perceived as distant and impersonal. To rejuvenate its image, AURORA launched the #RealGlow campaign, an initiative promoting authenticity, diversity, and confidence. The analytics team needed to connect this creative concept to measurable outcomes. How could they ensure that every post, ad, and video reflected both marketing goals and data-driven evaluation?

Key Challenge

The central challenge was transforming a creative brand vision into specific, measurable, and aligned analytics objectives. The team needed clarity before measurement, ensuring every insight would serve a defined marketing purpose rather than collecting data for its own sake.

Analytical Focus

Case 1 explores the first step in the social-media analytics process: Defining clear, measurable, and aligned objectives before collecting or analyzing any data. The case shows how the analytics team:

- Translated a brand challenge into SMART objectives.
- Linked each objective to a marketing-funnel stage.
- Developed research questions to guide future analysis.
- Designed a preliminary data-collection framework, integrating both quantitative metrics and social-listening insights.

Key Insights/

To ensure analytical alignment, the team adopted three guiding frameworks.

Framework	Purpose	Illustration
Marketing Funnel (4 Stages)	Connects goals to metrics (Awareness → Engagement → Consideration → Conversion)	Ensures every KPI reflects a customer journey stage
SMART Objectives	Translates vision into measurable goals	Clarifies what “success” looks like
Social-Listening Integration	Adds qualitative context to numbers	Captures tone, authenticity, and sentiment

Outcome

By the end of Case 1, AURORA's analytics team had established a shared language of measurement. They produced funnel mapping, SMART objective matrices, and a social-listening plan.

Key Takeaway

“Analytics begins with alignment, clarity before collection.” AURORA's success depended not on how much data they gathered, but on how precisely they defined *what mattered* before measuring it.

Discussion Questions

- Why is defining objectives the most critical stage in analytics?
- How does funnel alignment improve clarity?
- What is the value of integrating qualitative social listening into quantitative analysis?

Next in the Series

Case 2: Deciding What to Measure – The KPI Framework

(How AURORA transforms objectives into quantifiable performance indicators.)

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