

The background of the slide is a composite image. On the left, there is a large, glowing red lantern with a white cross-like pattern on its surface. On the right, there is a close-up of a person's face, partially obscured by a red, possibly wet, surface that looks like a veil or a piece of fabric. The overall color palette is dominated by reds and purples.

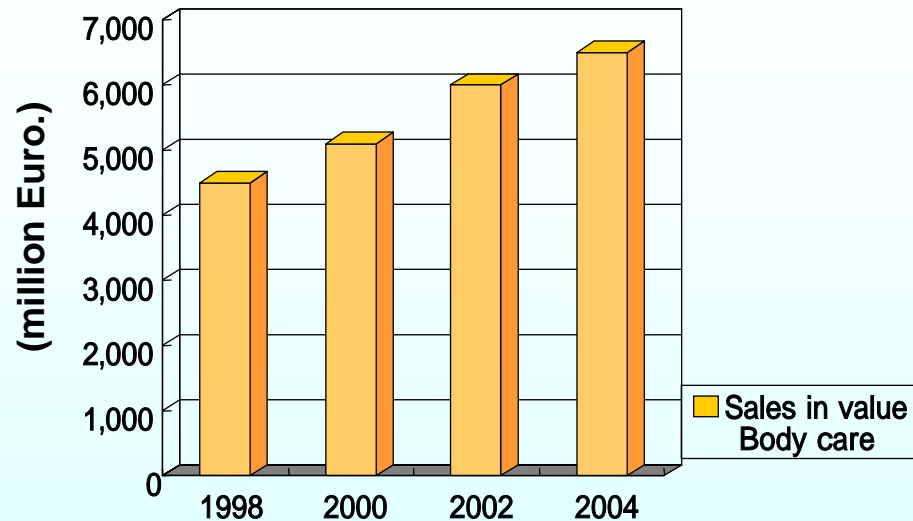
# **LOREAL BRAND STORM 2006**

Team anego  
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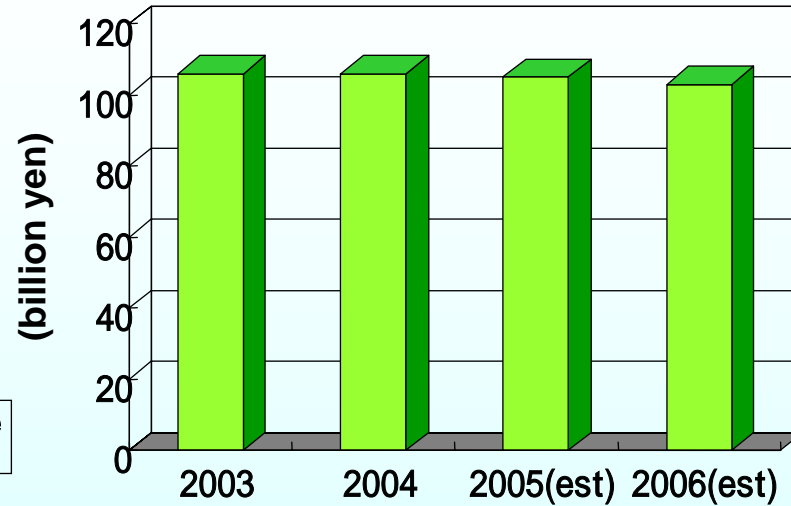
# MARKET ANALYSIS

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World Body Care Market



Japanese Body Care Market



Loreal briefing

## Cause

There are many similar goods.

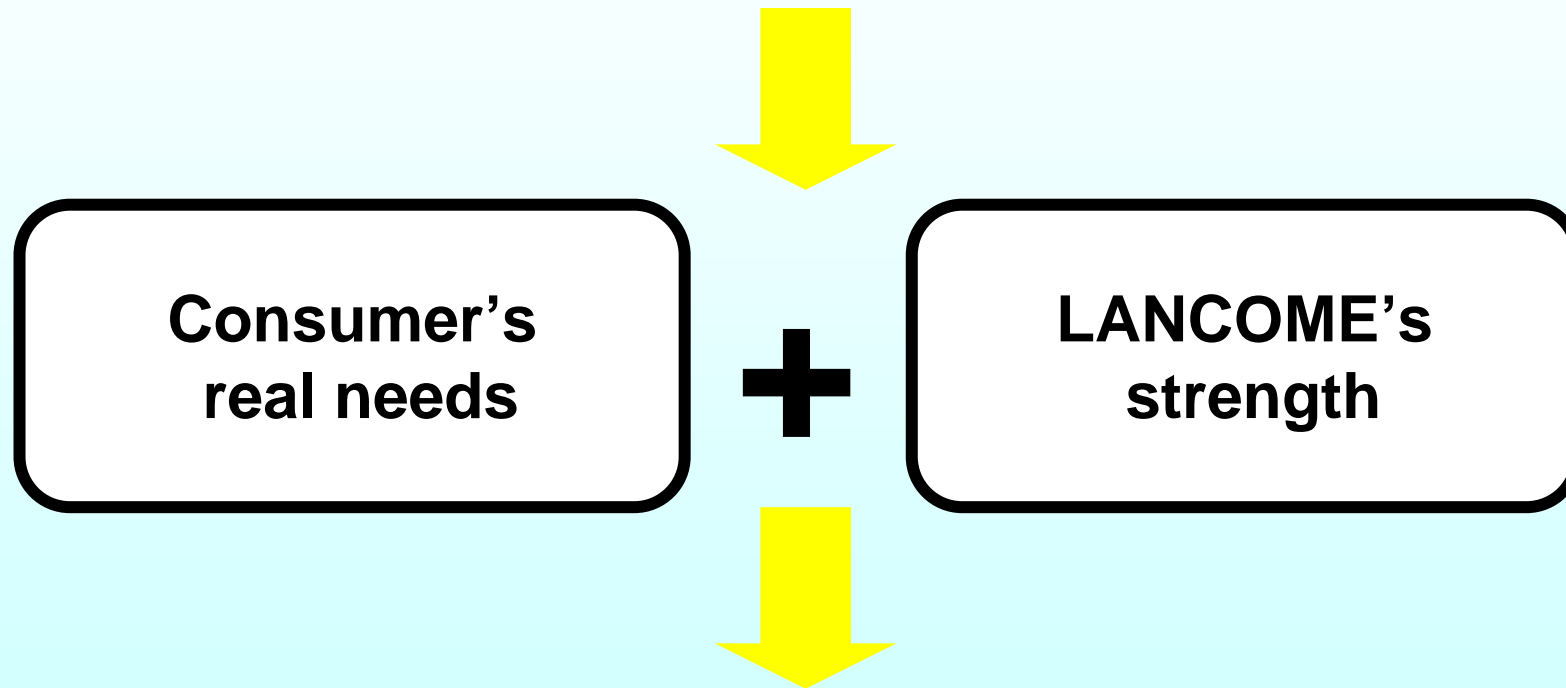
**luxury brands are not concentrating on Body Care Market.**

- The average number of goods . . . only 3~5
- Counter arrangement
- Little information in booklet

~ team anego ~

# MARKET ANALYSIS

**Present Body Care of LANCOME  
doesn't meet the needs of consumers.**



**Not similar, but Flesh product !**

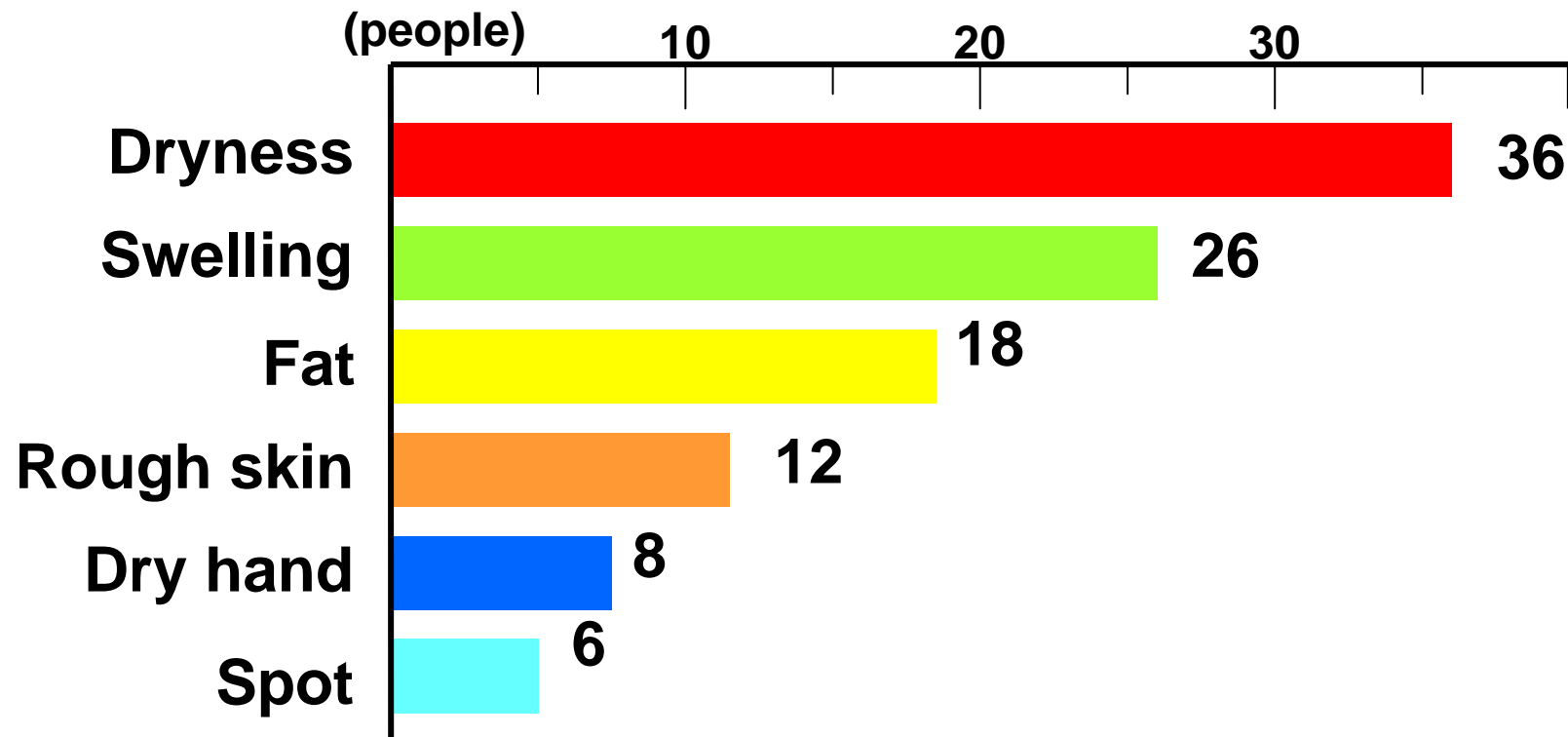
~ team anego ~

# **CONSUMERS' NEEDS & OPPORTUNITY**

# CONSUMERS' NEEDS

**TARGET : 25~40 years old working women**

**Q. What troubles do you have with your body skin ?**  
answers are in free descriptions, not selection



~ team anego ~

# CONSUMERS' NEEDS

**TARGET : 25~40 years old working women**

Q. What troubles do you have with your body skin ?

**Dryness**

**&**

**Swelling**

are

**two big troubles for women**

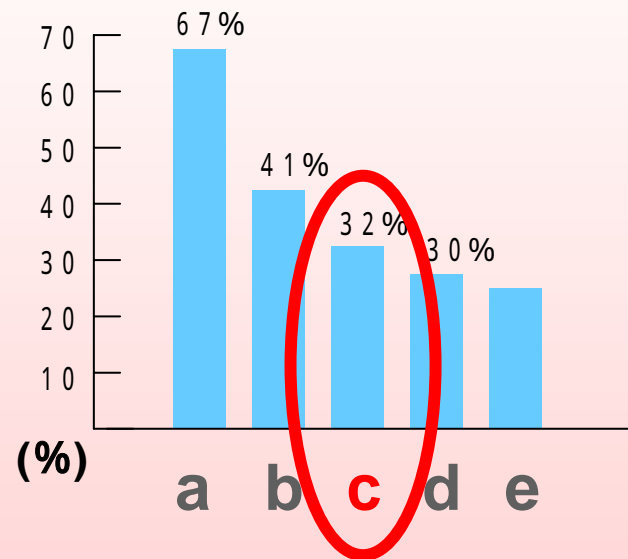
Spot



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# CONSUMERS' NEEDS

## 〈dryness〉



- A uneven room temperature 67 %  
B low temperature adjustments 41 %  
**C Dryness 32 %**

Research by Daikin industries

## 〈swelling〉

Feel swell more  
than once a week.  
60 %

Swelling is discomforting.  
70 %

**Closely attached to our life style.  
Growth expectable market!**

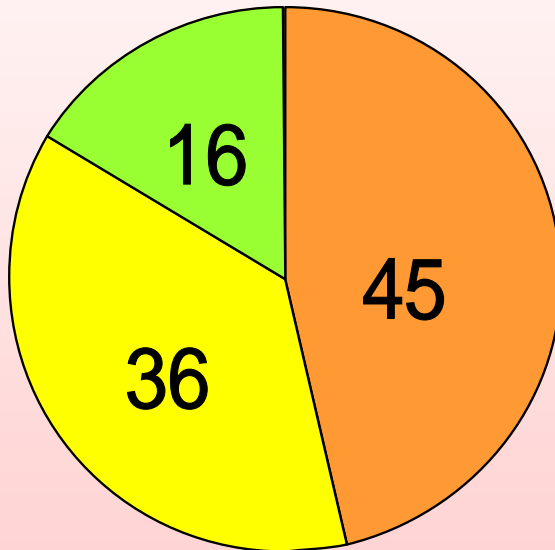
Research by KobayashiPharmacy

~ team anego ~



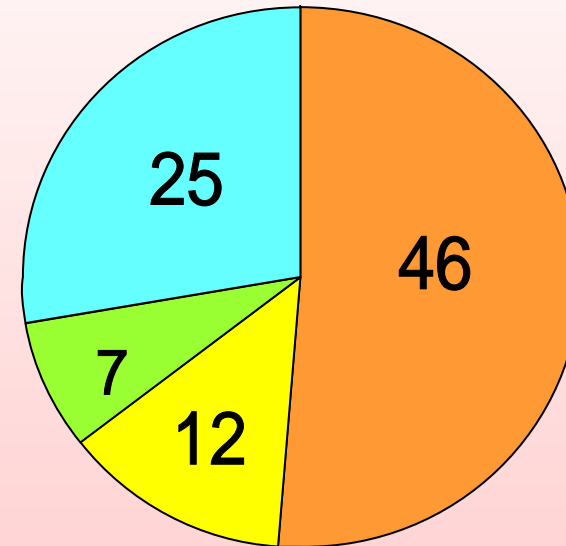
# CONSUMERS' NEEDS

**Q. Do you want to use  
body care goods  
at office or outside?**



Yes No  
Sometimes (people)

**Q. How long time do you  
spend on for  
your beauty treatment ?**



~ 10mini. 15mini. 20mini.  
30mini. ~ (people)

~ team anego ~

# CONSUMERS' NEEDS

Q. Do you use body care goods at home? How much time do you spend on body care goods at home?

- Want to use outside.
- Most people don't spend much time for body cares at homes.

Proposition for new product:  
"Body care goods  
that's **easily usable outside**"



Sometime



20mini.

(people)

~ team anego ~

# PORTFOLIO

		at home
Moisture		
Whitening		
Sliming		
Moist&Aloma		
		×

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# STRENGTH OF LANCÔME

- **Brand value**
- **Luxury image**
- **Feminine image**
- **Expertisement**



**PRODUCT**

# espoir



effect · · · dryness & swelling

perfume · · · floral · citrus · green tea

bottle design

· · · like a lady's body line

net · · · 40ml

height · · · 15cm

price · · · ¥3,000

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# uniqueness

## shake & change texture

+

## portable care

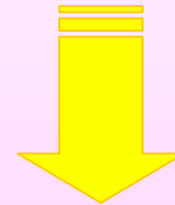


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# What is shake & change texture ?



**MIST**  
for swelling



**Shake!!**

**GEL**  
for dryness

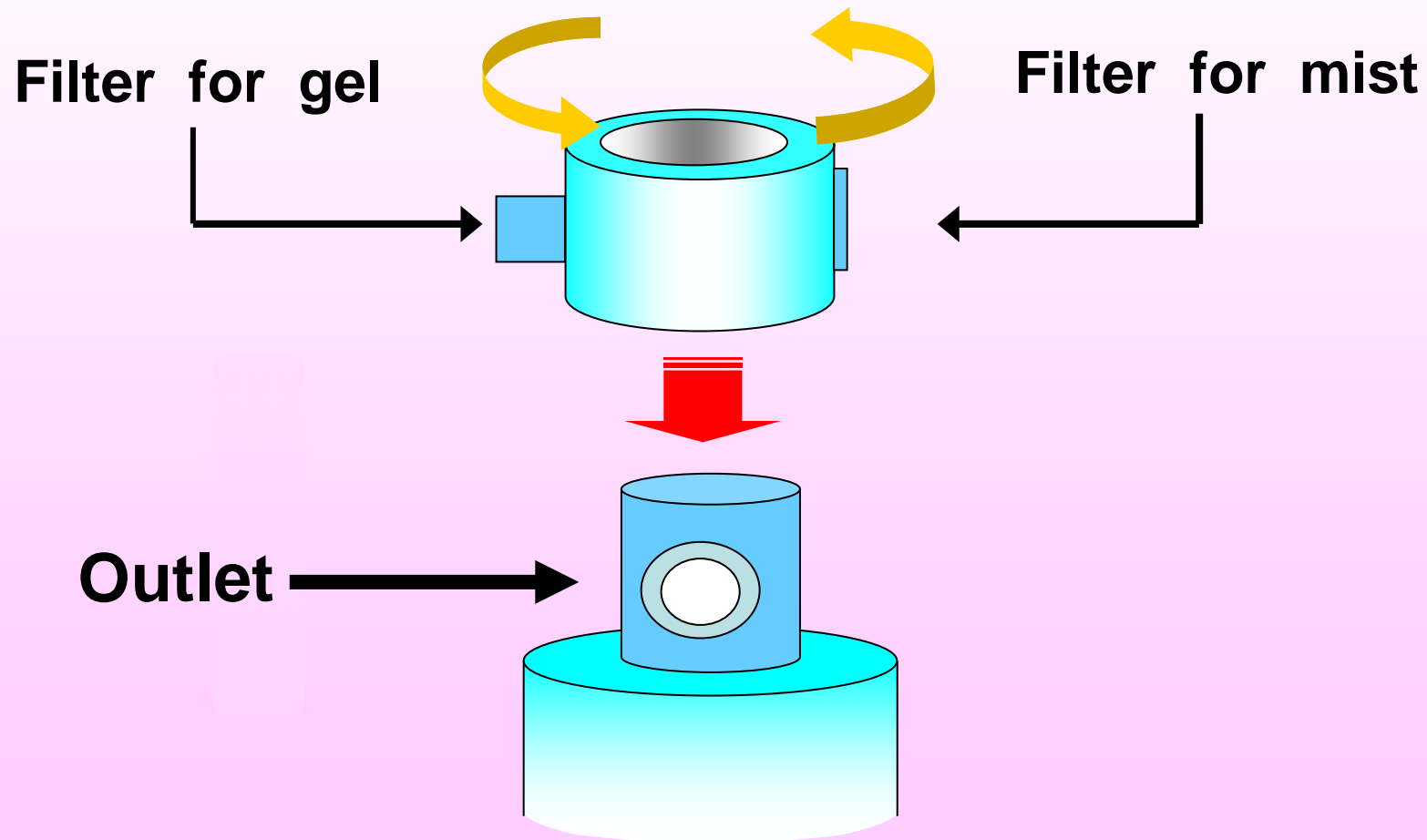
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# shake & change texture



《switch》



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## Origin of name



**espoir** = wish · hope

**For your  
Forever beauty**

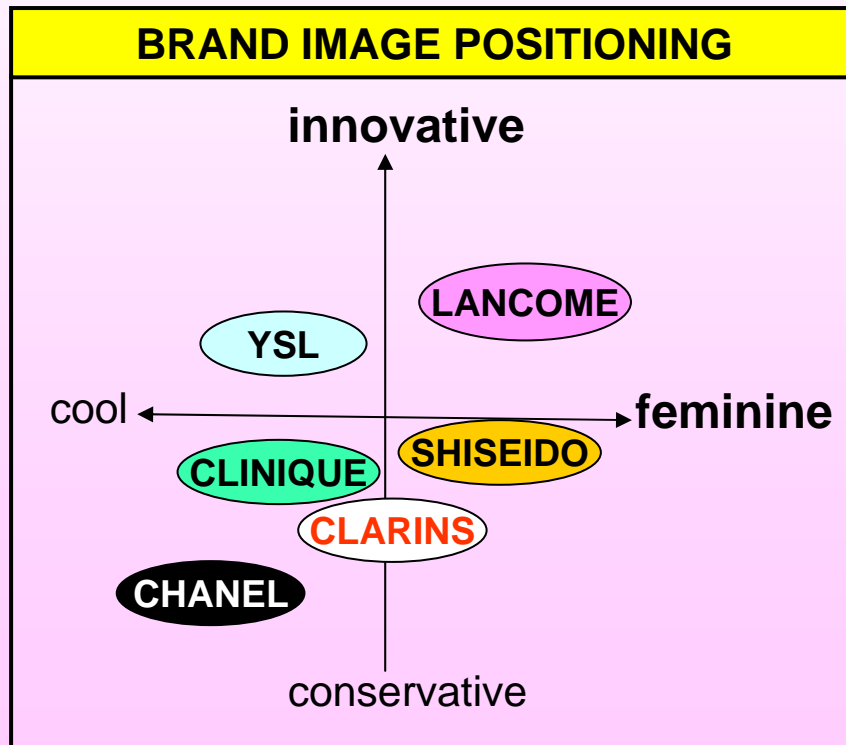
**For my own  
tomorrow**

# PLACE



## At department stores

→ Keep the brand image



### Product concept

New texture  
Revolutionary  
Sense of amusement  
Brighten up your life.

fit

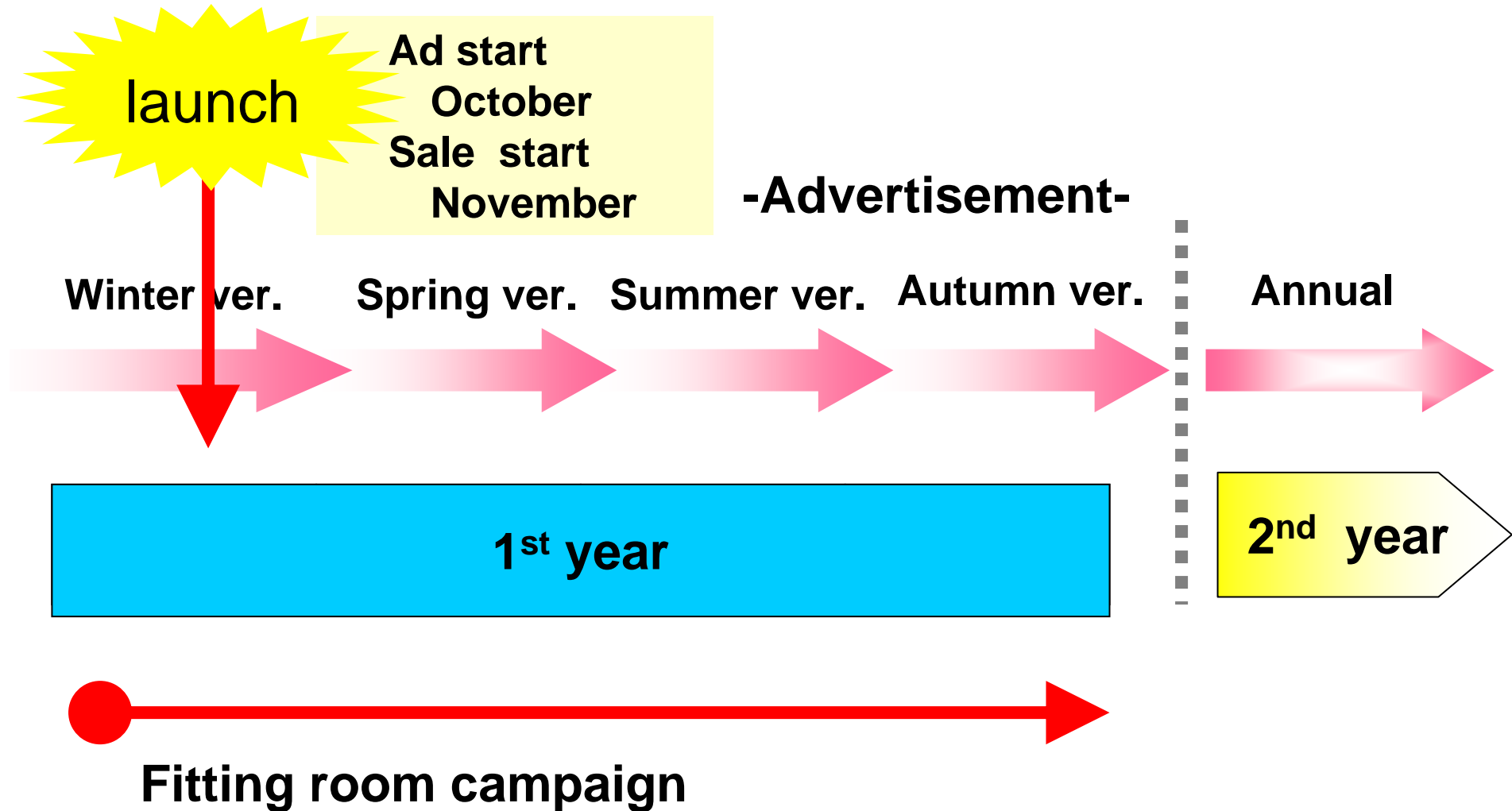
### Lancome concept

Expertise  
Modernity  
Excitement

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# **2 YEARS MARKETING PLAN**

# MARKETING PLAN



~ team anego ~

# **ADVERTISING CONCEPT**

**Show not only characteristic of product, but also  
bright woman's internal beauty.**

## **AIM OF ADVERTISING through seasons**

**Interest  
in  
product**

**Rise  
Customer's  
heart**

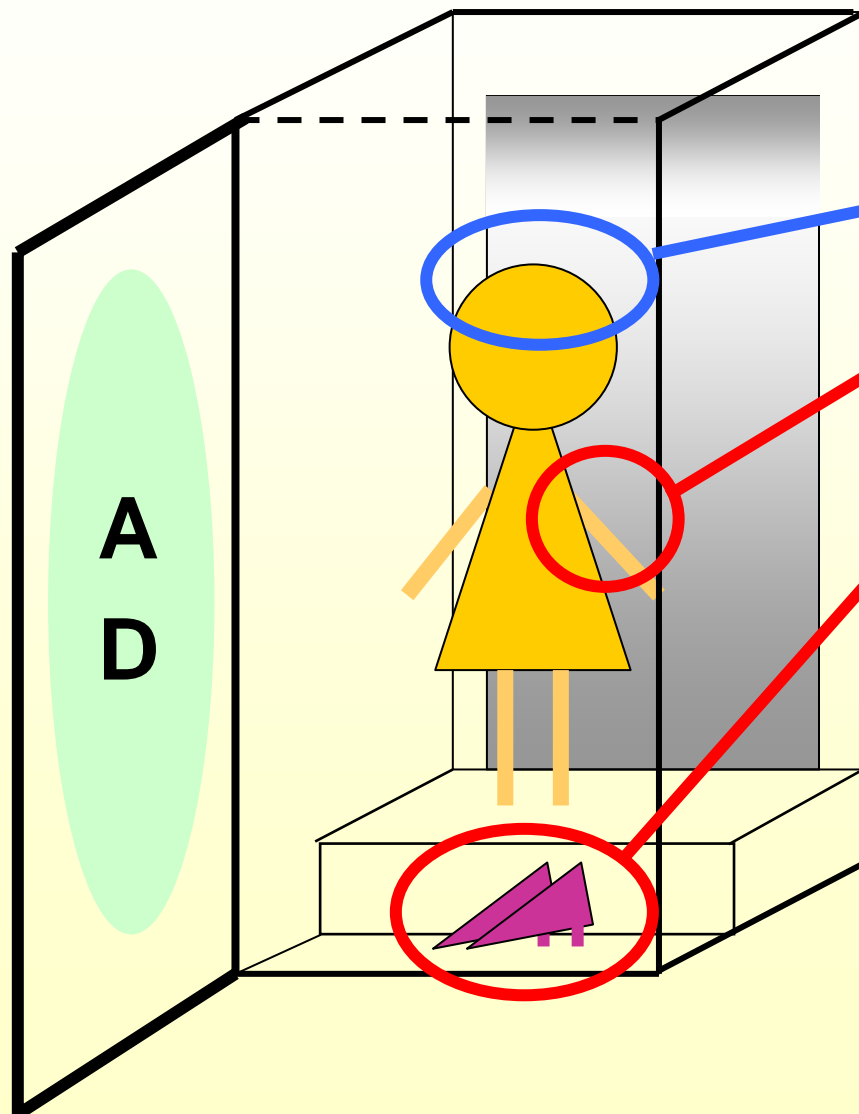
**Sympathize  
with  
product**

**Want  
beauty**

**Recognize espoir, portable care**

~ team anego ~

# FITTING ROOM



**Ladies notice...  
complex  
in thierbody  
own dryness  
own swelling**

**Sensitive of their body  
&  
In good feeling  
by shopping**

Love beautiful yourself

espoir

Texture changes by shaking  
for dryness and swelling.  
Top technology that we pride on  
present excellent product for you.



*lancôme*