



New Product Development

< Objective >

- ✦ To increase LANCOME 's domestic market share.
- ✦ To develop the new field of body care by introducing a new product.



The New Opportunity in the Body Care Market

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contents

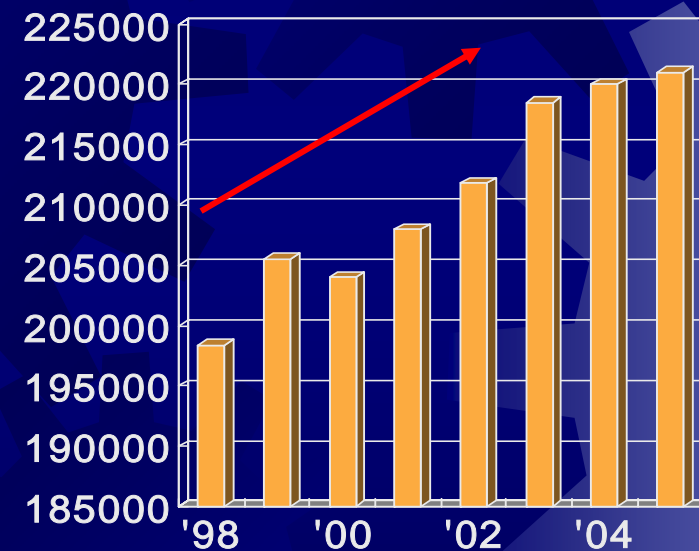
- 1 Our Focus
- 2 LANCOME Brand Portfolio
- 3 New Product Proposal
- 4 Promotion

1 Our Focus

a. Classification of the Body Care Product

- Moisture
- Whitening
- Sensitive Skin
- Sliming
- Aroma
- Anti-Aging

Anti-Aging Care Market 1998~2005



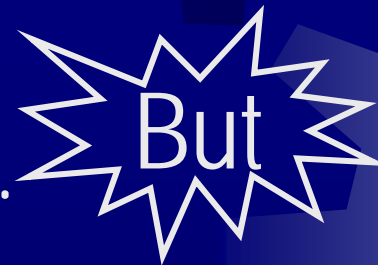
b. Anti-Aging Care

- a female eternal theme -

Target : **Woman in late 20's**

Effect : **Improvement of wrinkle and slack**

It is 32.3 years old
the decline of the skin actually starts.



A factor except aging

UV rays, Drying, Irregular life
Stress, Air pollution



Aging
symptom
wrinkle
and slack



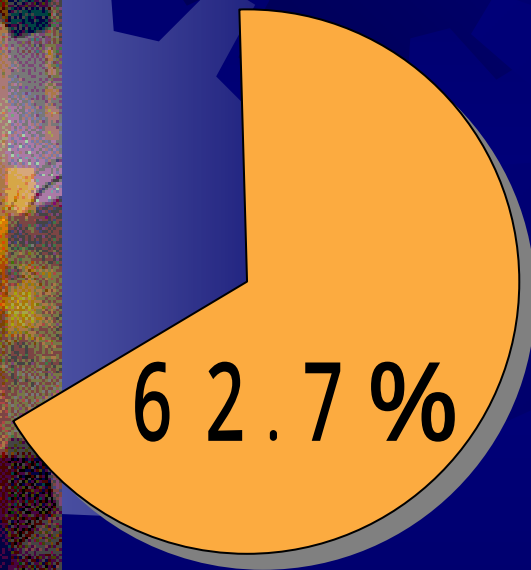
Person who feels
decline
of skin from her 20's

82.7%

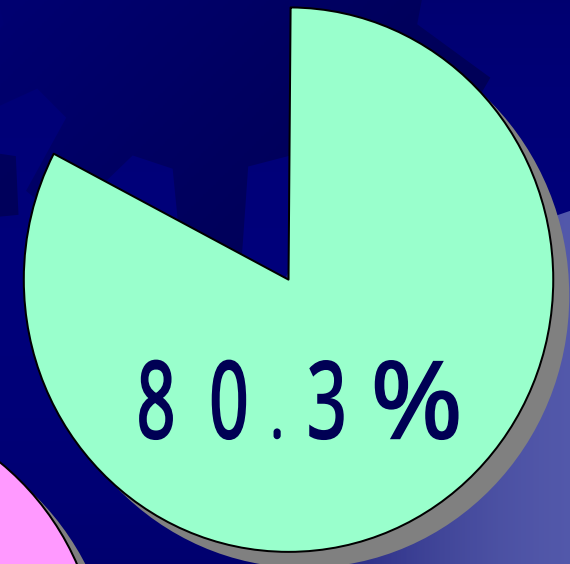
" You never wanna get your neck wrinkled,
you know... "

c. Result of the Survey

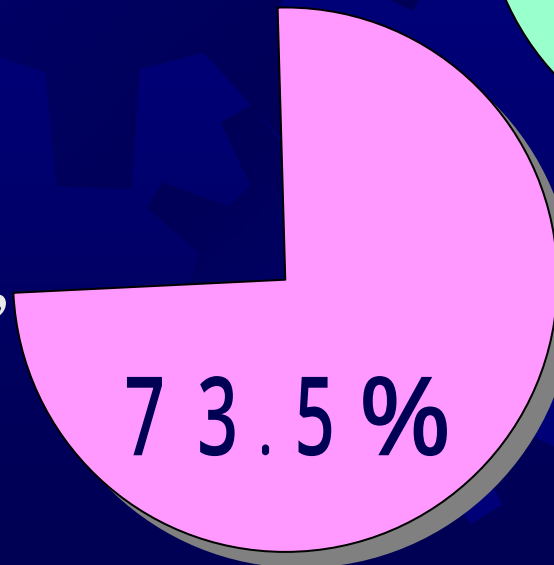
“I judge age of others from a neck”
(53 women of 40-60 years)



“I am not confident of
the beauty of the neck.”
(150 women of 20-60 years)



“I want to try to do care for
exclusive use of a neck”
(150 women of 20-60 years)



d. The Mechanical Differences

The skin of the neck : compared with the face ...

Thin Skin

Deep Texture

Moving A Lot



A wrinkle peculiar to a neck appears.

Necessity of neck care product



e. Conclusion

" A woman in late 20's"

becomes a new market of

" **Anti-Aging Neck Care**".

2 LANCOME Brand Portfolio

< Brand >

Luxury, Excitement, Modernity

< Target >



Active

Stressful

High Consciousness

Career Woman in late 20's

a. LANCOME merchandise catalogue

	face	whole	eyes	neck
Moisture	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Sliming		<input type="radio"/>		
Whitening	<input type="radio"/>	<input type="radio"/>		
Special care	<input type="radio"/>		<input type="radio"/>	
Aroma		<input type="radio"/>		
Anti-aging	<input type="radio"/>			

a. LANCOME merchandise catalogue

	face	whole	eyes	neck
Moisture	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
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Whitening	<input type="radio"/>	<input type="radio"/>		
Special care	<input type="radio"/>		<input type="radio"/>	
Aroma		<input type="radio"/>		
Anti-aging	<input type="radio"/>			



b. LANCOME strength

Perfume

Stress

Technology



3 New Product Proposal

a. New Product Positioning in LANCOME

1 . Completion of LANCOME Product Portfolio

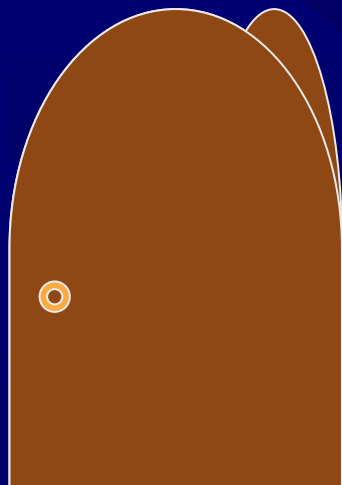
Offer of integrated beauty product

2 . Differentiation with a competing brand

3 . Enhance synergistic buying will and sell it

b. Product Concept

Escalieur de Secret





Target : Career Woman in late 20's

Usage : Easy-to-use

Performance : High effect in Anti-Aging Care

Price : Middle ~ High

Design : Emotional

c. Appearance

< Spray >



Positive
Style
&
Curve of
Soft Woman

Feeling Luxury
&
Further Care

< Pack Sheet >



Escalier de Secret

d. Contents

Mist Type

Without
Sticking

Aging Care

Passing
Through

< Fragrance >

★ Rosewood

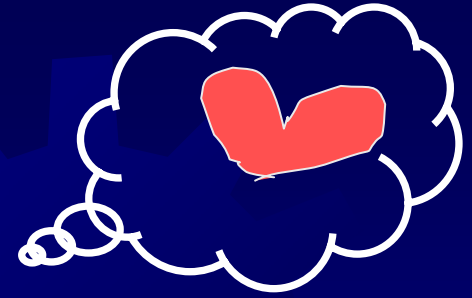
Smells like a rose

Stress cancellation

Effective in aging care



e. How to use it ? - mist -

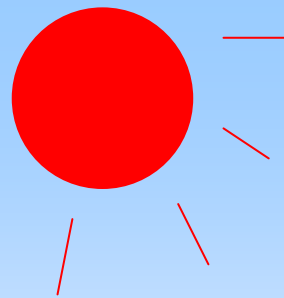


f. How to use it ? - Pack Sheet -



g. When do you use it?

Morning



Good morning!

Night



My neck is sleek,
and
I sleep well.



h. Place & Price

☀ Place

- 1 LANCOME Shop in a Department Store
- 2 Web
- 3 Mobile Site

☀ Price

Set ¥ 6000

Single ITEM

main unit	¥ 5000
pack sheet	¥ 1200

Capacity : 70ml



4. PROMOTION

1. Message Board

2. Advertisement in the Whole City

- 3 . Tie-up with Luxury Brand

Message

LOOK YOUR NECK?

LANCÔME
PARIS



Door



A passage

impressive
for
a consumer

Escalier de Secret

美しく、時を重ねる

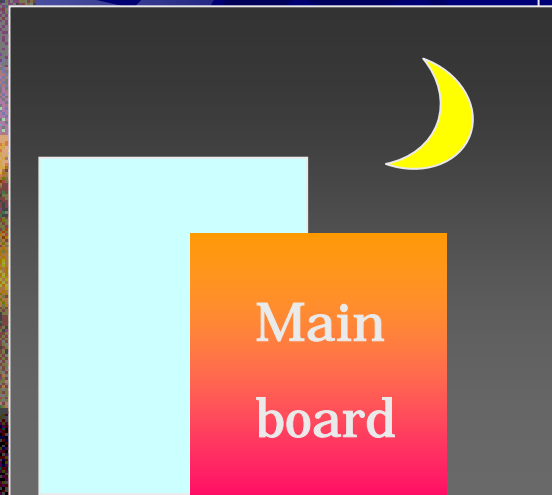
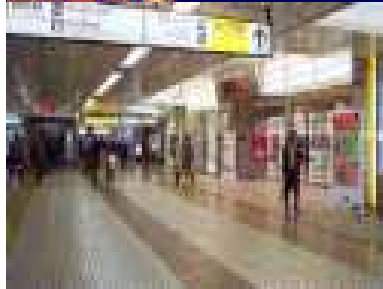


LANCÔME PARIS

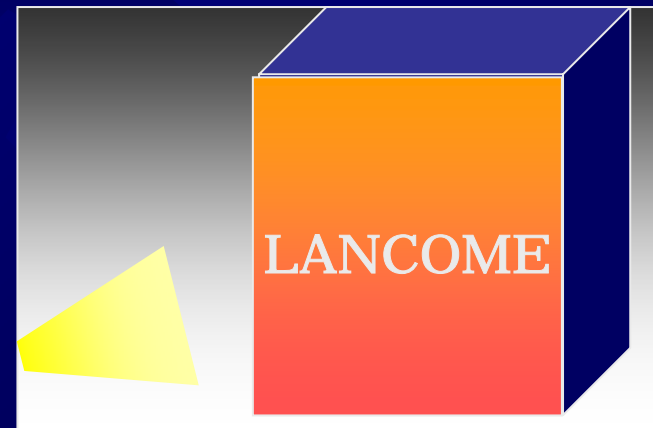
Use a whole city

- 8:00 p.m.-

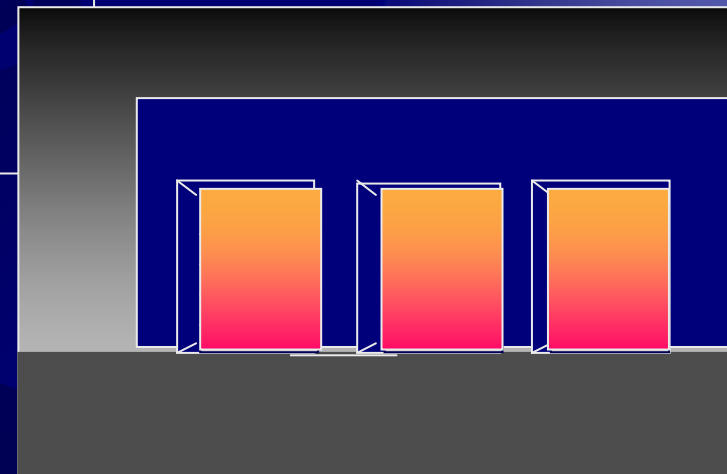
Advertisement in a whole City



On building board



Lighting on buildings



Tie-up with Luxury Brand



It is not only a jewel that shine.

LANCÔME
&
JEWEL SHOP's NAME

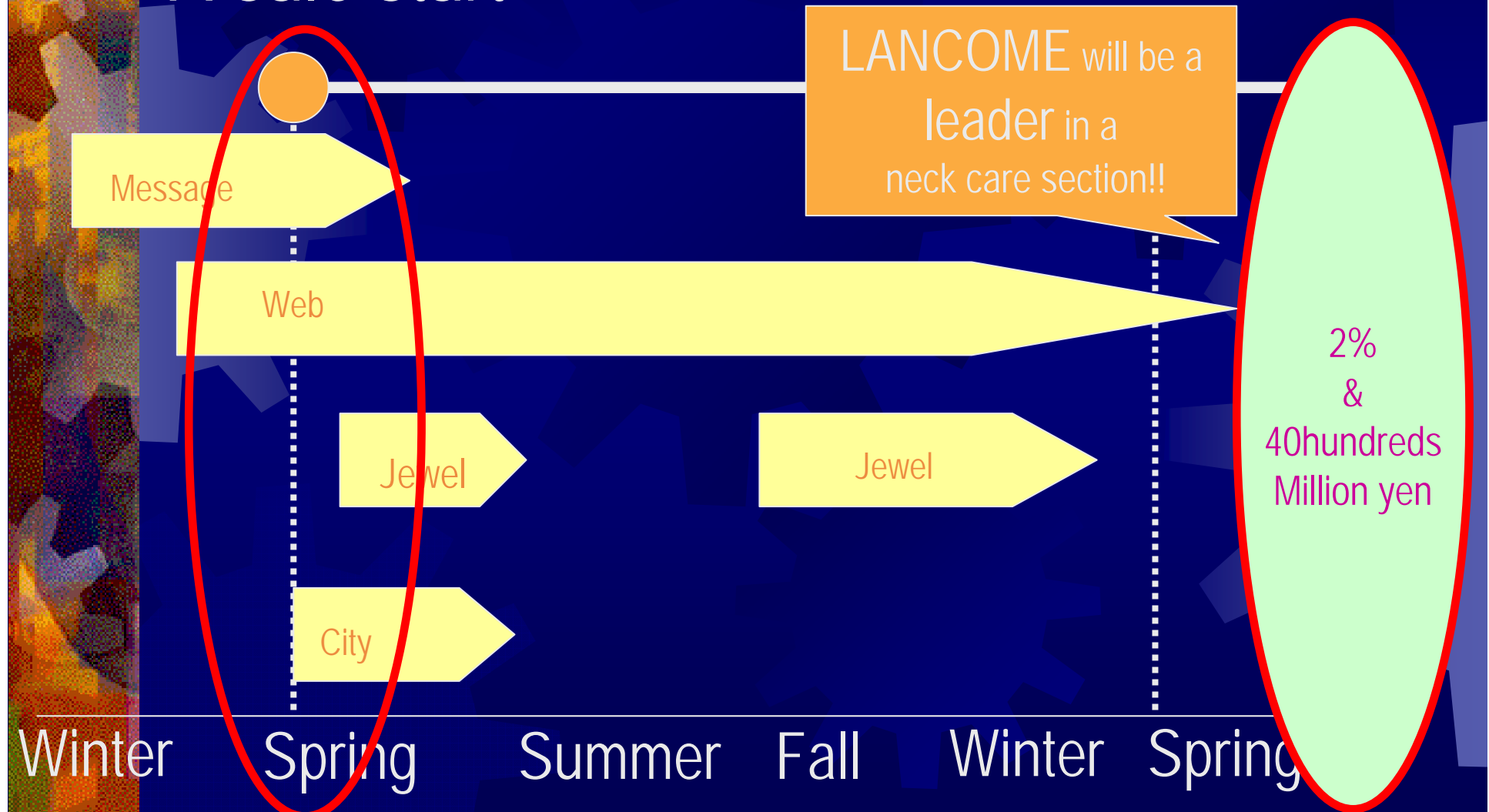
PHOTOSEARCH



Marketing plan of two year

- From the second year, we perform an advertisement continuing sales of an article.

A sale start



The background of the slide features a dark blue field filled with various sizes of interlocking gears in lighter shades of blue. On the left side, there is a vertical strip with a colorful, abstract, and pixelated pattern in shades of orange, yellow, and brown.

Thank you for your attention



Reference

- 1 「現代女性の体の衰えに関する意識調査」2003
- 2 <http://www.shiseido.co.jp/s9604let/html/let0052t.htm>