

Project 1789

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What is the real salon ??

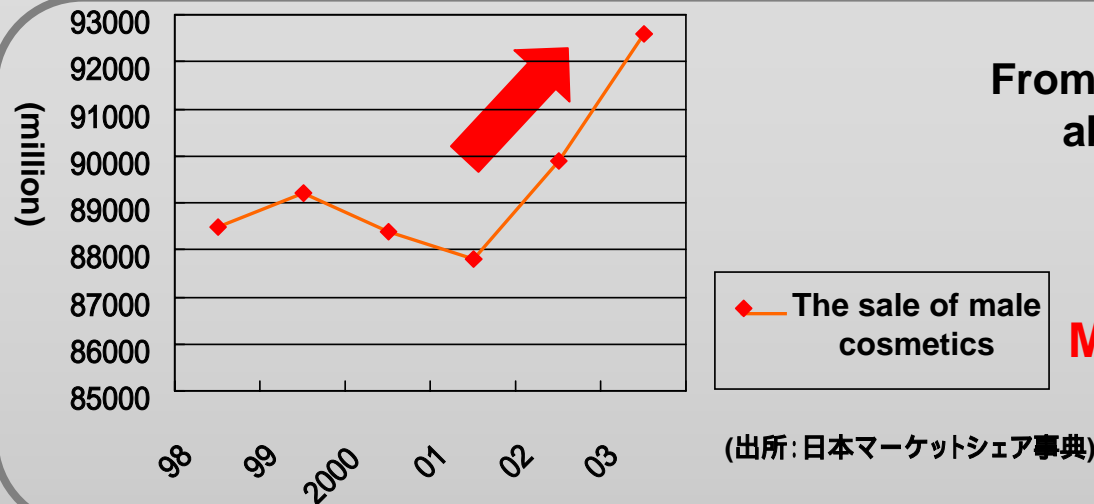
Definition of real salon

Real salon ...

**Enough extrovert and
special communication.**

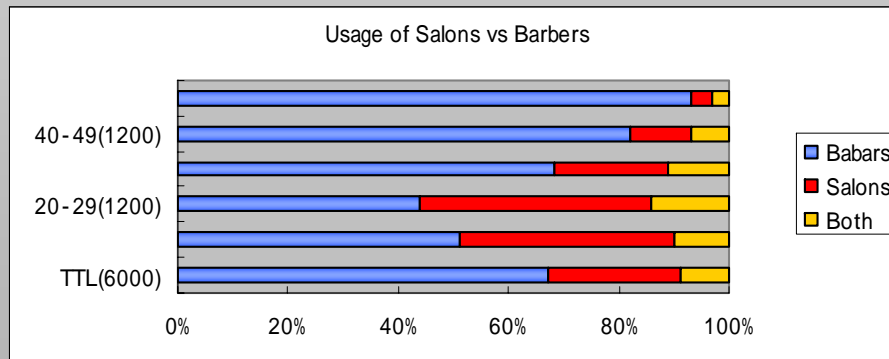


View of Salon products market



From 2001 to 2003, sales increased by about five hundred million yen.

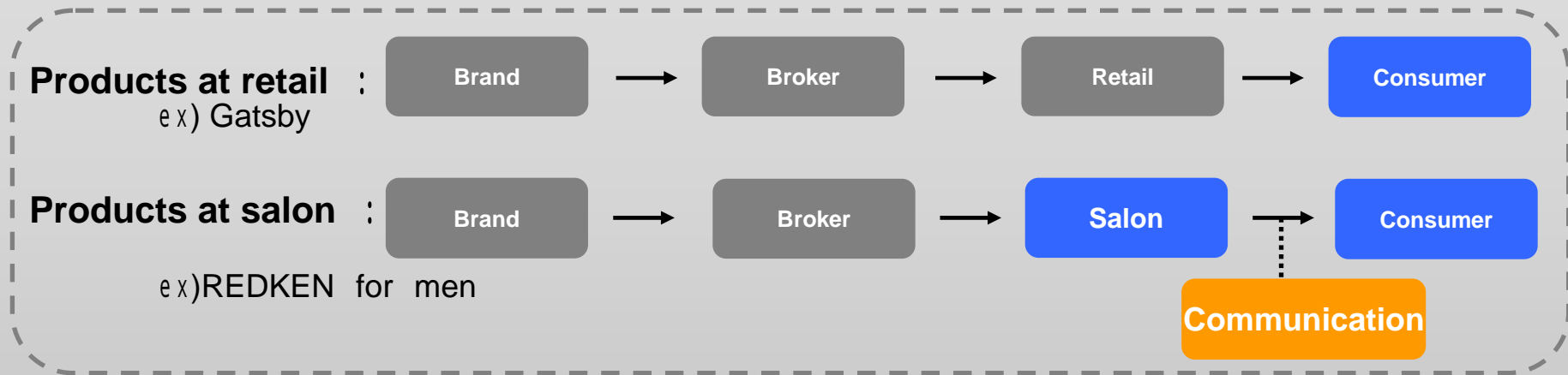
Men's sense of beauty has risen



Men's salon users will continue to increase

The expansion of salon products market is large possibility.

View of Salon products market



more than 95% of salon users

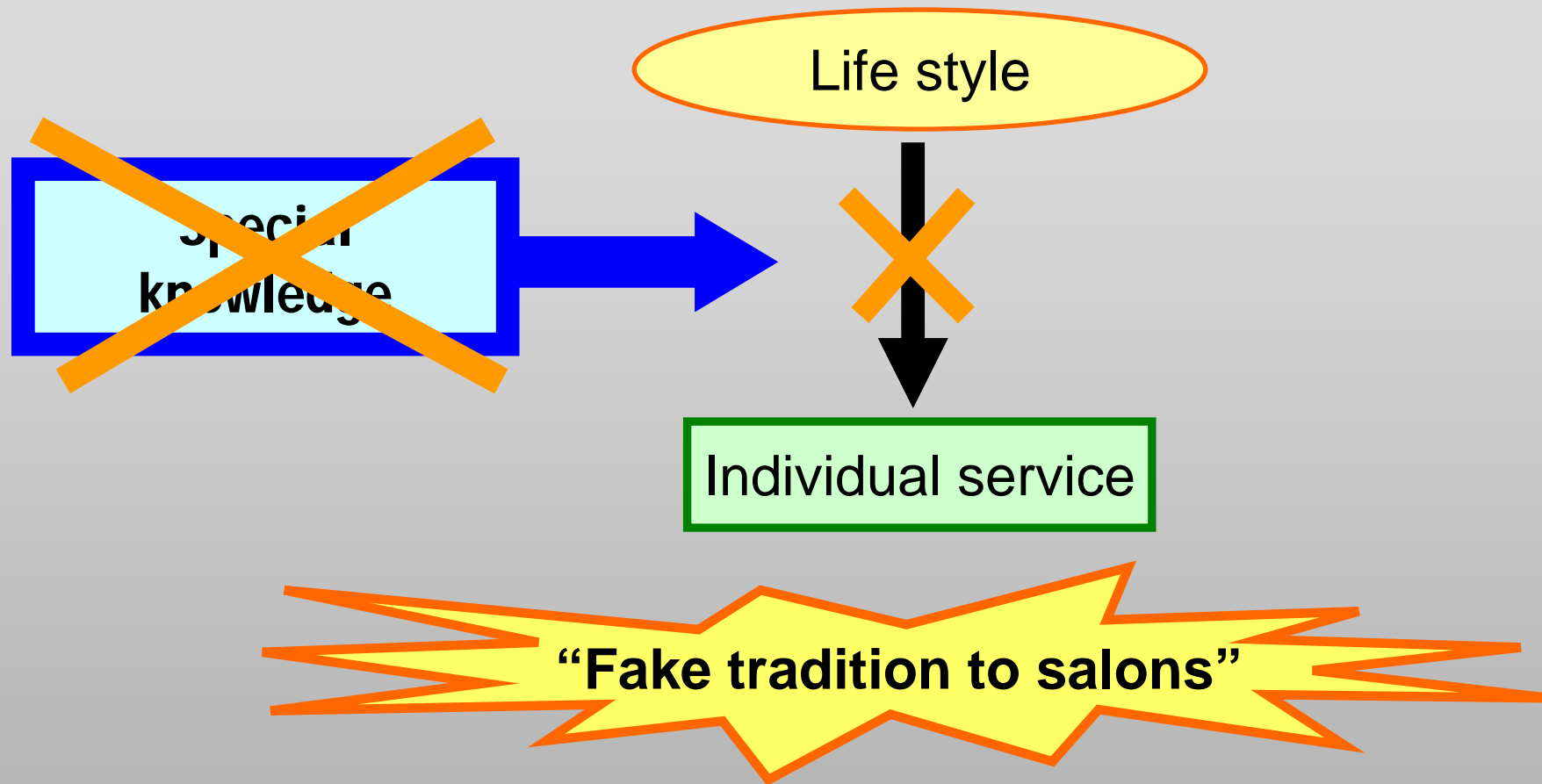
~~buy salon products~~

cut and other service

(ブリーフィングデー配布資料・サロンへのヒアリングより)

➡ **enrich communication.**

Condition of present salon

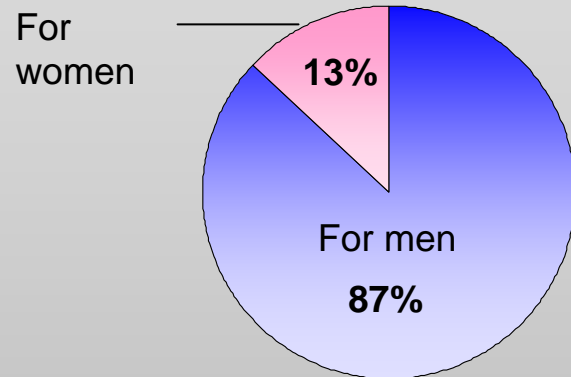


lost opportunity for expanse salon products market ! !

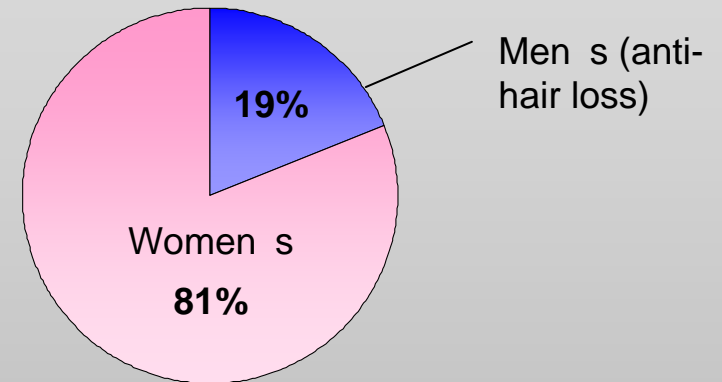
Research result

Target : 100 men of 20 s-40 s researching by ourselves

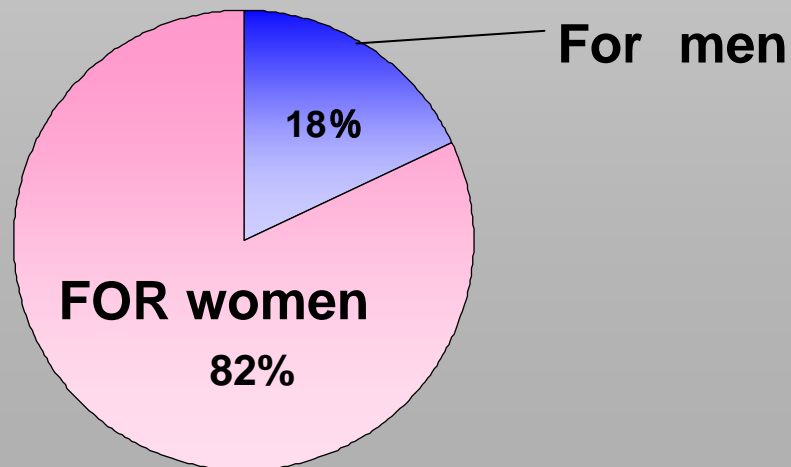
< styling brand used >



< Hair care Brand used >



< What hair care products do men using hard styling to men use? >



For
women

Men's styling

by ourselves

Men s (anti-
hair loss)

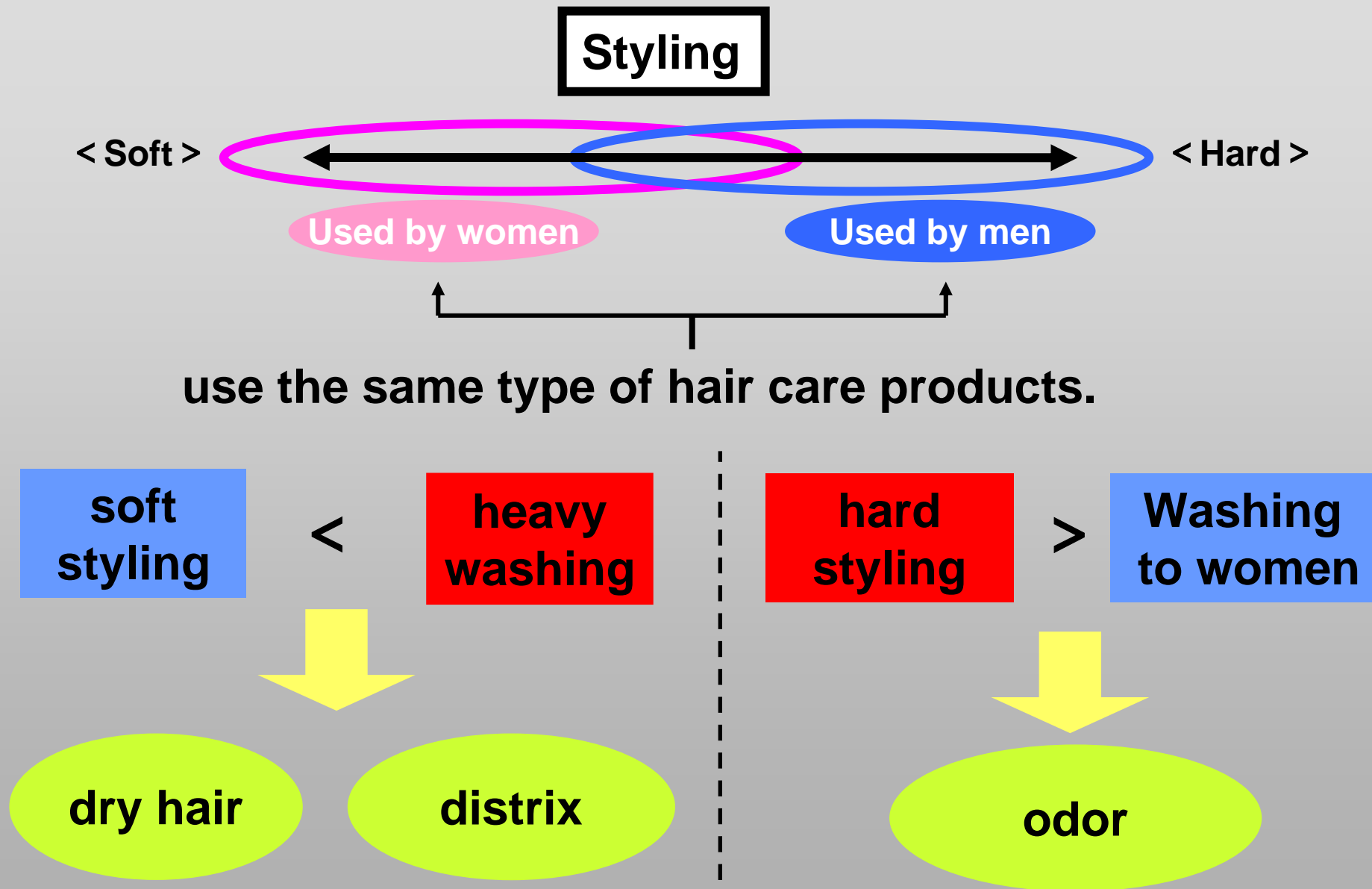
Women's

? >

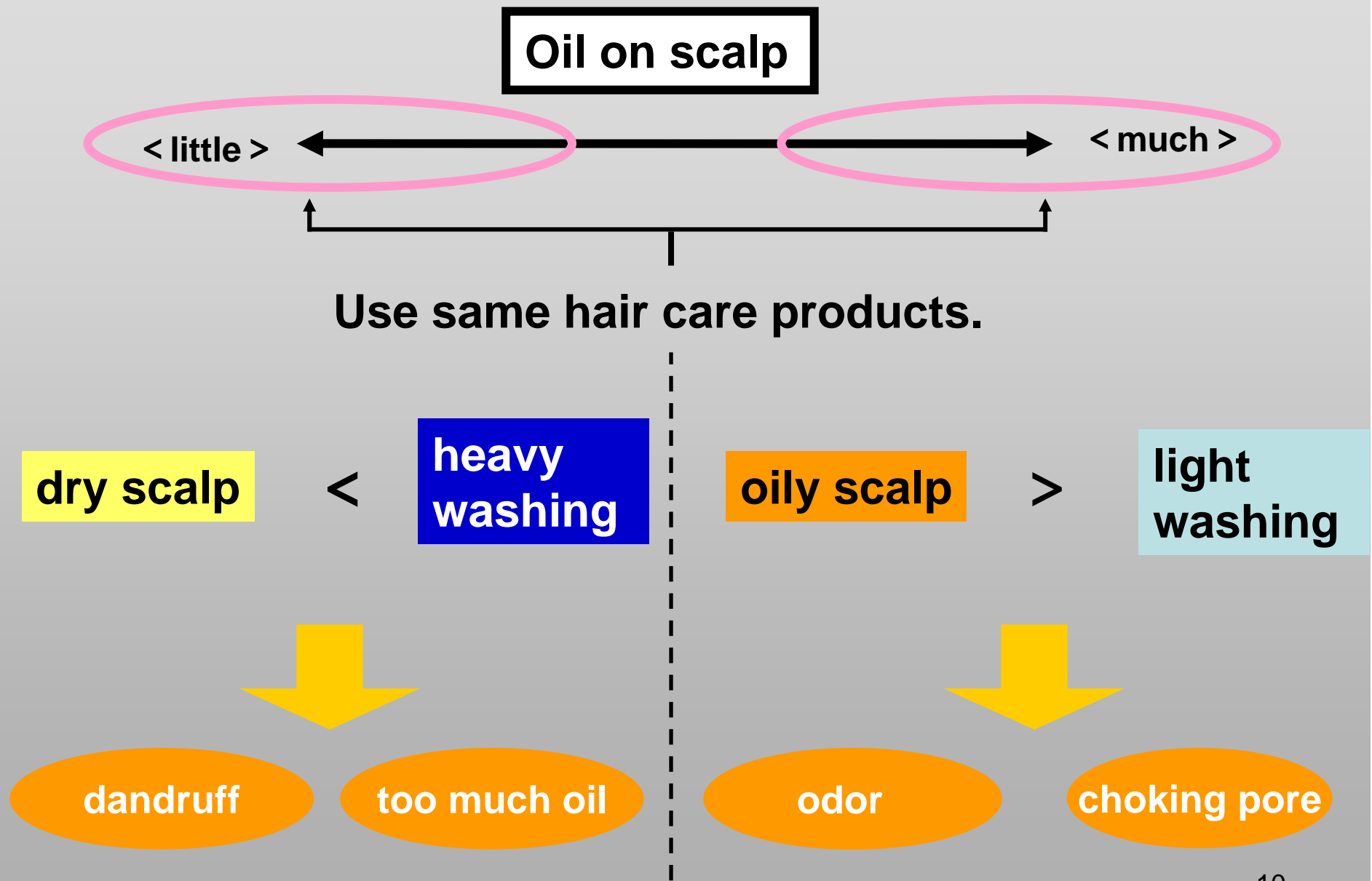
PROBLEM !!!

FC

Problem



Problem



Choose inappropriate products



You can't make foundation of appearance!!

Hard to style!!
Become insanitary!!

Customer's psychology

Men's hard styling × women's hair care

· wash the hair only once → **discomfort : 92%**

· wash the hair twice → **uneasy about hair condition : 87%**

(Survey from 100 men of 20's-40's)

remove these discomfort and uneasiness ,

And

enjoy appearance.

How to choose the hair care product

Hardness of styling



The volume of oil of scalp



individual hair care products !!

Suggestion of our new products

EXCLUSIVE USE (25 type)



styling remover(5 type) × clean scalp(5 type)

strength of
each styling
used →



← each volume
of oil on scalp

Decide which type through counseling!!

Information



Target:
men who want to be more
attractive at some expense

Price & Volume:
single \$ 15 (200ml)
set \$ 30 (200ml × 2)

Science · Premium · Accessible · Fashionable · Manful ···

➔ ***REDKEN FOR MEN s strength***

How to use

1. USE “styling remover”

2 Push ! !



Apply styling remover to head equally.

How to use

2. USE “clean scalp”

2 Push !!

Use styling remover
without washing it out.



1. Wash head,
2. massage scalp,
3. wash it out.

“EXCLUSIVE USE” s advantage



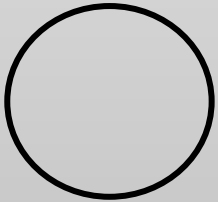
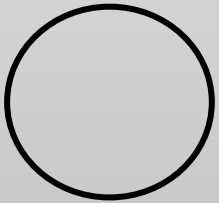
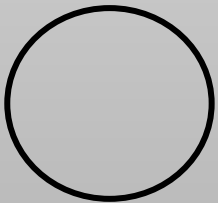
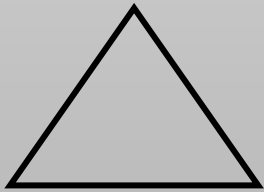
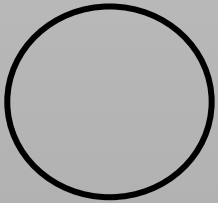
For salon...

grasp customer s condition through communication → **make regular customer**

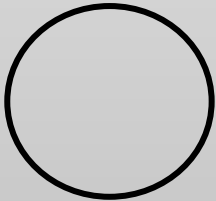
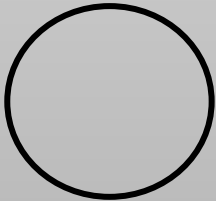
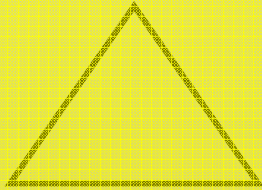
For customer...

No discomfortable , no uneasy → **enjoy caring about appearance without prepossessed**

REDKEN Brand Portfolio of hair care products

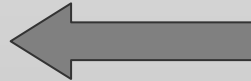
	General	Special
hair condition		
scalp condition		
styling used		

REDKEN Brand Portfolio of hair care products

	General	Special
hair condition		
scalp condition		
styling used		

Role of new products

“Fake tradition to salons”



Redken for Men's new products which produce counseling and sharing information

“Real tradition to salons”



Redken for men can establish positioning as **the pioneer of the salon products market**

“the expansion of salon products market ”

Promotion

1st year

5 6 7 8 9 10 11 12 1 2 3 4

B to B

Institute about EXCLUSIVE USE

Sampling to salon

B to C

Brand Promotion on magazine

Promotion at gym



あなたは知らない...自分自身を...



REDKEN
5TH AVENUE NYC
FOR MEN

Promotion at Gym

In a shower room...



Promotion

1st year

5 6 **7** 8 9 10 11 12 1 2 3 4

Release in Japan ! !



Promotion

1st year

5 6 7 **8 9 10** 11 12 1 2 3 4

B to B

Education about how to introduce and use counseling

To the real salon



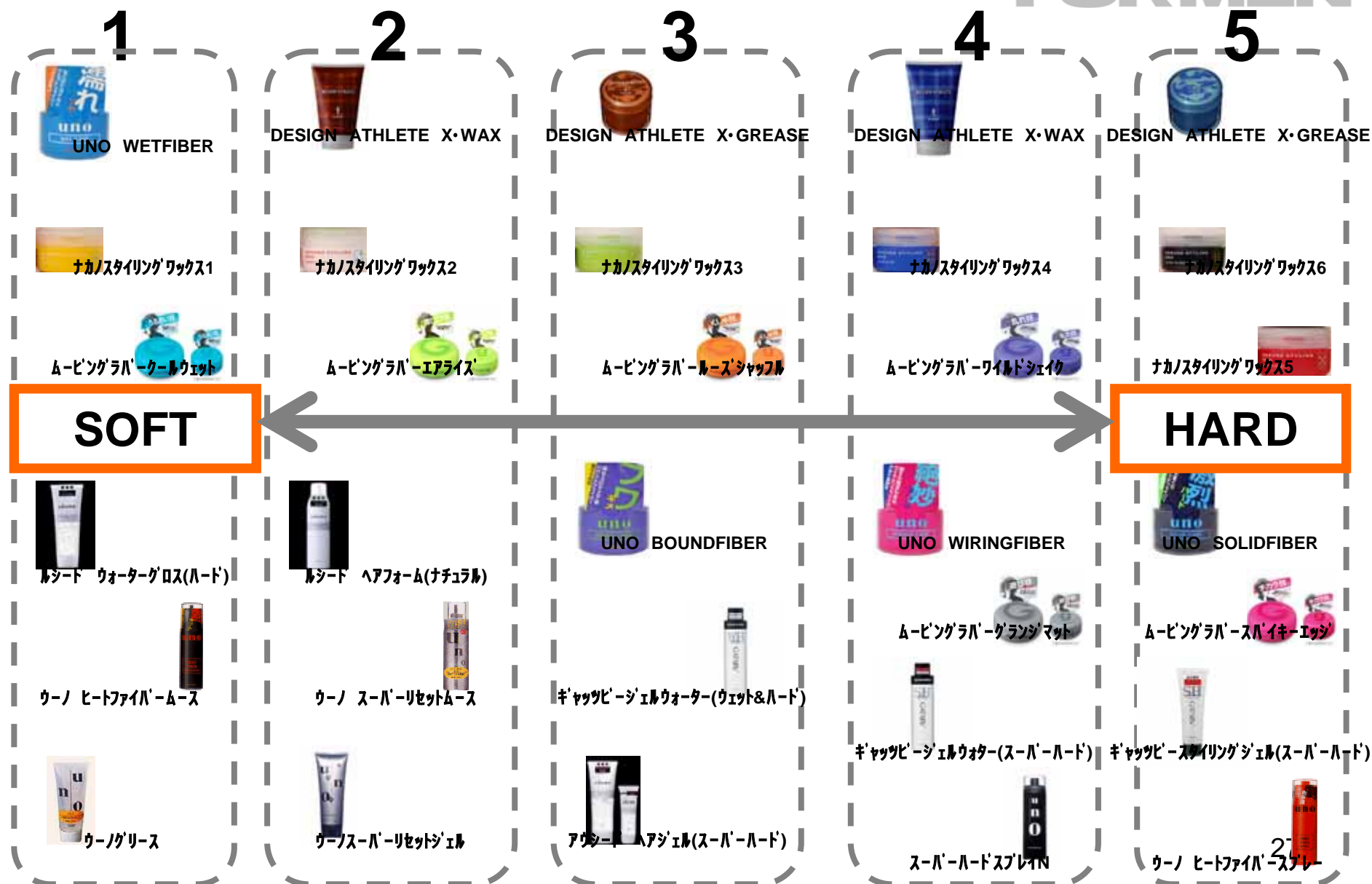
B to C

Feature article with publisher about hair care

Sampling from salon

あなたの使用すべき **styling remover** は...!?

REDKEN
5TH AVENUE NYC
FORMEN



Promotion

1st year

5

6

7

8

9

10

11

12

1

2

3

4

B to B

Introduce existing REDKEN FOR MEN products

Sampling from salon



B to C

Feature article with publisher about hair care

Make a salon
in ISETAN men's department store

The real salon



Promotion

1st year

2nd year

8 9 10 11 12 1 2 3 4 5 **6** 7

Release in Korea, China etc...

EXCLUSIVE USE & Real salon style



From Japan To Asia

Promotion

2nd year

6 7 8 9 10 11 12 1 2 3 **4**

EXCLUSIVE USE & Real salon style



From Asia To World

Thank You.