

Market Trends

"Experiential kind of experimentation": P&G steps into metaverse with BeautySPHERE platform

Ravyn Cullor

954 words

13 January 2022

WRBM Global Cosmetics

GCOSM

English

© WRBM Global Cosmetics. William Reed Business Media Ltd

P&G launched new digital platform BeautySPHERE at the CES trade show in January. CosmeticsDesign spoke with Alexis Schrimpf, Vice President of Design, Global Skin and Personal Care at P&G about what the platform is and how the metaverse plays into the company's future.

Tell me about what BeautySPHERE is.

[BeautySPHERE](#) is an experiential kind of experimentation, a digital world where people can engage with our brands, our products, our values, and they can learn about things like responsible beauty and what that means to us.

Our first iteration is about telling the story of responsible beauty. What's great about that is that we can show how our brands are really innovating in this space. You can go to the Royal Botanic Gardens, Kew, do an experiential learning experience around cue and how we authenticate our botanicals and play a little game. At the end, a tree is planted in Mexico, in an area where biodiverse planting is needed, so you can actually help out in the physical world as well as the digital world. It's kind of a fun byproduct of the experience.

Where did the idea for BeautySPHERE come from?

I had been watching things in the beauty sphere had been looking at different executions, different trends that are out there, and came up with this idea, mostly because our brands have been really big at doing digital executions. I thought it would be interesting to tie the P&G beauty world together, and so started developing the idea.

I took it to Alex Keith, our CEO, and she immediately saw the value of that, and the digital component of it. She went ahead and gave us some funding, which I appreciated, and a very small team with some outside partners pulled this off in less than six months.

How does the metaverse play into this experience?

The world is still defining Metaverse and I don't think there's a right or wrong answer. It's about developing a rich, immersive world where you can have unique experiences. We developed something that is at least a first generation of that. That doesn't mean this is where we're going to end but it's a great place for us to have started.

What's the value to P&G of being one of the first in the cosmetics world to engage and build in this VR Metaverse space?

What we're the most excited about is that throughout BeautySPHERE, this technology will allow us to develop deeper and richer stories and understanding for our brands, for our platforms, for the values that we express in responsible beauty. Learning today needs to be immersive and it needs to be experiential. So I think that's a really great place for BeautySPHERE to be in our industry, learning and understanding what is critical in the mindset of the consumer.

What does VR offer in engaging with consumers that older media options don't? Or what benefits does it have over older media options?

Virtual reality has the benefit of personalization, of having a direct one-on-one, deeper experience together. That's the unique benefit that is very different than what you'd get on other digital platforms, all of which are building towards this, but we know that the consumer really wants a personalized experience. Brands that

can offer that are going to have a leg up with consumers. It is a better way of learning what's behind the brand and the product than just a package on a shelf.

What about the responsible beauty topic made it ideal to be your first step into this space?

Responsible beauty is our system's approach to thinking about everything we do. It's foundational and I kind of think of it as like the spine of the work we do. All of our projects, our brands, the work we're doing, has a component of responsible beauty to them.

It seemed like a really smart idea that our first venture out into the metaverse would build on that and would telling that story would help bring that to life in a richer way. It's a great foundational place for us to start from, as we continue to build out what this BeautySPHERE is going to be.

What is P&G going to do to keep this space from being a niche technology item?

That's where the experimentation really comes into play. We're going to be experimenting and coming up with other ways of using it and talking to consumers via these rich experiences. It's not one-and-done. We are definitely thinking through what's next, how to bring the next item out, but we're going to be guided by our consumers. I'm pretty sure they're going to tell us not to be niche, but to be expansive and to be thinking about the edges of the digital experience. Consumers tell us that this is the future of brand building, this is where they want their brands to be.

How are we going to measure success with BeautySPHERE?

Success is not going to be an ROI, like sales success, because we're not selling products today, what we're doing is really providing an educational experience. So for us, it'll be engagement, loyalty, and the feedback we get from the consumer. I think that's some of the richest parts of what we'll gain from this, what we hear from consumers and learn so that we can iterate and make phase two even better.

Document GCOSM00020220113ei1d0002u



CE Noticias Financieras English

P&G searches for potential future customers in the metaverse

394 words

10 January 2022

CE NoticiasFinancieras

NFINCE

English

Copyright © Content Engine LLC

Personal care giant Procter & Gamble Co. became the latest major U.S. brand to expand its presence in the metaverse in a bid to attract new customers.

The maker of Tide detergent and Pampers diapers gave Consumer Electronics Show (CES) attendees a taste of its strategy, which includes a digital platform called BeautySPHERE that features virtual tours of the Royal Botanic Gardens Kew in the United Kingdom. P&G aims to teach consumers about the plants used in some of the Herbal Essences brand's products. In the real world, the company pledges to plant a tree in the Mexican state of Veracruz, which is rich in biodiversity but experiencing rapid deforestation, for each participant who completes the journey.

P&G also reimagined a popular advertising campaign from the late 1970s and early 1980s into a video game called "Attack of the Cavity Creeps" that seeks to teach children about better oral care habits. These initiatives join the company's previous metaverse efforts that include avatar designs of the Gillette Venus for the popular Nintendo game Animal Crossing, and LifeLab, a platform for discovering the company's products.

The reward, according to brand director Marc Pritchard, is the opportunity to build awareness of P&G's offerings with a new generation of consumers using these platforms.

"Most of our work will be about having these virtual experiences that allow consumers to interact with brands," Pritchard said in an interview.

Virtual universes combine technologies such as video conferencing and live streaming, and are changing the way people meet, socialize and spend money. P&G's forays are part of a larger migration of large companies into the new space.

Joining the metaverse adds to the traditional method of customer acquisition: TV advertising, web and streaming services. It also requires more engagement from participants, so P&G is working on how it can capture and keep consumers' attention in the medium. P&G certainly won't abandon its usual advertising, but Pritchard said the company is intrigued by what it's seeing so far.

"It's still very early, so we'll know more next year than we know today," Pritchard said. "But what I'm finding now is that when consumers engage with these things, they actually engage for a surprisingly long time."

Document NFINCE0020220110ei1a002xm



Digital

P&G Beauty launches metaverse initiative

Nathalie Neubert

303 words

6 January 2022

19:41

BW Confidential

BWCO

English

Copyright 2022. BW Confidential. All Rights Reserved.

[Click to view image.](#) [playlist type="video" ids="181709"]

P&G Beauty has launched a metaverse initiative at the Consumer Electronics Show (CES) trade show, which is taking place this week.

The virtual space, called BeautySPHERE, allows visitors to digitally interact with P&G Beauty's portfolio of brands.

The digital experience highlights P&G Beauty brands such as SK-II, Head & Shoulders, Herbal Essences and Olay. BeautySPHERE includes five separate spaces that showcase brands' initiatives, in addition to sustainability commitments. For example, one space showcases a short film from prestige skincare brand SK-II's film studio division and content hub SK-II Studio. The studio launched last year and produces films and content that tackles social issues impacting women.

Meanwhile, another space highlights haircare brand Herbal Essence's partnership with the Royal Botanic Gardens, Kew. It includes a short video describing the partnership and the brand's initiative in sourcing safe, botanical ingredients.

Visitors can also take a virtual tour of the gardens. During the journey users learn about plants and their benefit for skin and hair. Players collect digital plants and, at the end of the experience, can plant a real tree in Veracruz, Mexico which is a region that supports restoration of native forest ecosystems.

BeautySPHERE also includes an area where visitors can watch livestream panels taking place from January 5 to 7. The six panels feature discussions with P&G researchers and brand experts, in addition to metaverse expert Cathy Hackl, who advised P&G on the strategy for BeautySPHERE, and Twitch streamer Kelsey Impicicche. The talks focus on topics such as product safety, sustainability and diversity & inclusion. The panels can either be watched live or in replay.

The post [P&G Beauty launches metaverse initiative](#) appeared first on [BW Confidential](#).

Document BWCO000020220106ei1600004

Procter & Gamble: Gillette Announces the Return of the Gillette Gaming Alliance

Distributed by Contify.com

765 words

4 March 2021

Contify Retail News

ATRTAL

English

Copyright © 2021 Contify.com

BOSTON, March 4 -- Procter & Gamble issued the following news release:

- Top Global Gaming Streamers Unite to Entertain Fans in New Ways

Gillette (NYSE: PG), the world's leading expert in men's grooming and pioneer in gaming and esports, announced today the return of the Gillette Gaming Alliance - a team of global streamers selected to represent the brand and create content for audiences worldwide. Gillette is leveling up the program in its third year, evolving its global approach to form an elite team of streamers from around the world. This year's Alliance will be comprised of 11 streamers who will be creating custom content streams for their specific regions on Twitch, YouTube, and social media platforms.

The 2021 Alliance features its largest roster yet, comprised of gamers from the most countries to date. New for this year, the Alliance will co-stream together in smaller groups and share audiences at various times throughout the year. The Alliance will be talking about their shaving routines and personal style, as well as Gillette's newest innovations and core products such as ProGlide, SkinGuard, and the recently launched US-based Planet KIND. Additionally, the popular Bits for Blades program, will also return in 2021 to provide fans the opportunity to earn Twitch Bits by buying Gillette products through Gillette.com.

Gillette Gaming Alliance 2021 Roster:

1. Dr Lupo – US/Canada
2. DeeJay Knight – US/Canada
3. Elded – Mexico
4. Alanzoka – Brazil
5. CiccioGamer89 – Italy
6. Papaplatte – Germany
7. Buster – Russia
8. Lando Norris - UK
9. Locklear – France
10. theGrefg – Spain
11. Japan – (streamer to be announced at a later date)

Dr Lupo, one of the most recognizable streamers in the world and a Gillette veteran, returns after a huge 2020 where he helped sell out Bits for Blades, represented Gillette in the COVID-19 charity event Stream Aid with Twitch, and appeared in a Gillette commercial. Lupo is joined in North America by Alliance rookie DeeJay Knight, who is a military veteran-turned-pro gamer and is exploding in the streaming community.

Alliance members from our 2020 roster, Elded and Alanzoka also return, representing Mexico and Brazil, respectively. Alliance members from our 2019 roster, CiccioGamer89 from Italy and Papaplatte from Germany make their second appearance on the GGA roster. This year, Gillette is partnering with streaming record holder theGrefg representing Spain, Locklear from France, Buster from Russia and Formula 1 auto racing star gamer Lando Norris from the UK. Japan will have a representative named at a later date.

"Esports and gaming continue to explode in popularity, especially through the challenges of the pandemic. It has been incredible to see the growth of the Gillette Gaming Alliance and we are excited to add this great

roster of talent to our legacy in gaming and esports,” said Gary Coombe, CEO of P&G Global Grooming. “We are proud to continue providing Alliance members, players and consumers with a world class grooming regime to help them face every day, and every game, with confidence.”

“I’m truly honored to continue my partnership with Gillette,” said Dr Lupo. “I look forward to building on the successful streams and events we’ve created together, including our work on my charity efforts. I admire Gillette and use their products every day, and truly believe in the values they uphold.”

For more information, please visit Gillette’s official website here, and on Twitter and Facebook.

About Gillette

For more than 115 years, Gillette has delivered precision technology and unrivalled product performance – improving the lives of over 800 million consumers around the world. From shaving and body grooming, to skin care and sweat protection, Gillette offers a wide variety of products including razors, shave gel (gels, foams and creams), skin care, after shaves, antiperspirants, deodorants and body wash. For more information and the latest news on Gillette, visit www.gillette.com. To see our full selection of products, visit www.gillette.com. Follow Gillette on Twitter, Facebook and Instagram.

About Procter & Gamble

P&G serves consumers around the world with one of the strongest portfolios of trusted, quality, leadership brands, including Always®, Ambi Pur®, Ariel®, Bounty®, Charmin®, Crest®, Dawn®, Downy®, Fairy®, Febreze®, Gain®, Gillette®, Head & Shoulders®, Lenor®, Olay®, Oral-B®, Pampers®, Pantene®, SK-II®, Tide®, Vicks®, and Whisper®. The P&G community includes operations in approximately 70 countries worldwide. Please visit <http://www.pg.com> for the latest news and information about P&G and its brands. For other P&G news, visit us at www.pg.com/news.

Source: Procter & Gamble

Document ATRTAL0020210306eh34000s0

Search Summary

Text	(hd=procter & gamble or hd=P&G) and wc>100 and hd=(virtual real estate or virtual properties or digital real esate or digital real assets or digital properties or metaverse properties or digital plots or virtual plots or virtual land or virtual reality platform or manufacturing simulation or virtual simulation or digital twins or virtual manufacturing or immersive learning or mixed-reality learning or metaverse learning or VR learning or AR learning or VR training or virtual recruitment or 3d training or training metaverse or virtual retail or virtual shopping or virtual clienteling or omnichannel shopping or humanising digital retail or immersive virtual stores or 3d virtual store or metaverse shopping or virtual clothing or virtual goods or gaming or digital avatar or digital character or virtual game or 3D avatars or virtual reality or interoperable VR space or digital financial ecosystems or metaverse wallets or robo advisory or virtual financial data or digital bank branches or digital touchpoint or blockchain wallets or digital wallets or digital wedding or virtual wedding or virtual event or virtual concert or virtual theme park or virtual classroom or virtual learning or virtual school or immersive learning or metaverse)
Date	In the last year
Source	All Sources
Author	All Authors
Company	All Companies
Subject	All Subjects
Industry	All Industries
Region	All Regions
Language	English
Results Found	15
Timestamp	21 February 2022 18:14