

BODY SHOP | redesign

The Body Shop Redesign

An Overview Of The Project

For this project we were required to take an existing brand and redesign it. Our first step in this process was the DISCOVER PHASE. In this phase we researched our company, what it looked like, the current audience, what it stood for and how it was perceived. Our second phase was the DEFINE PHASE. In this phase we came up with three or more image attribute we would like our company to represent. We also created a few personas that would best reflect our new target audience. And lastly we developed a Brand Position for our new company. Our third phase was called the DESIGN PHASE, this is when we created the new design of our company, logotype, logo, typography, general look and feel and more. Our final phase was the DEVELOP PHASE. This is where we took our brand design and made marketing pieces and applied our designs to actual applications.

PLEASE ENJOY.

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DISCOVER PHASE

THE CURRENT BODY SHOP

Who They Are And What They Believe.

The Body Shop was founded by Human Rights Activist Dame Anita Roddick in 1976. It started as a little shop that cared about the products that went on your skin and in your body. Now it is a huge franchise spread around the world. The Body Shop believes,

“...There is only one way to beautiful, nature’s way. We’ve believed this for years and still do. We constantly seek out wonderful natural ingredients from all four corners of the globe, and we bring you products bursting with effectiveness to enhance your natural beauty and express your unique personality. And whilst we’re doing this, we always strive to protect this beautiful planet and the people who depend on it. We don’t do it this way because it’s fashionable. We do it because, to us, it’s the only way.”

The Body Shop has strong values and beliefs in civil rights, animal protection, the environment, self esteem, and fair trade. The Body Shop Foundations was Launched in 1990, they fund pioneering, frontline organizations that struggle to find conventional funding. “The Foundation’s focus is to assist those working to achieve progress in the areas of human and civil rights, environmental and animal protection.” The Body Shop is active in supporting many different causes.

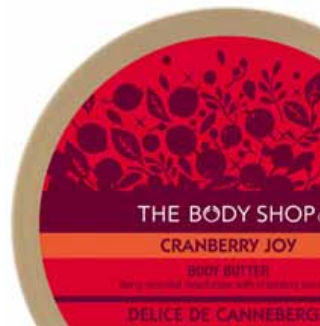
The Body Shop has a wide range of customers, woman and a small portion of men, middle class to upper class, people who buy organic products, and are supporting of many causes. I would say their most targeted audience is 20-55 years old woman, who care about their products and what ingredients are in them.

The Body Shops main competitors are Aveda, Maybelline New York and Origins. These companies all sell to the same market, woman who care about the way they look and what they use. Currently the Body Shop sells bath and body products as well as make up and hair products, mostly for woman but they do have a few products for men as well. Overall the one thing that sets them apart from their competitors is their charitable support to many causes.

THE CURRENT BODY SHOP

There Current Design

Currently their design is out dates, and does not seem to have one point of view. They have had the same logo since they started, and has only recently been changing their logotype to have more of a modern look. They are a natural company that believes in important issues and I believe their design is not supporting what they stand for. On their website their product design is very all over the board and does not have a cohesive look or feel to it. On some products they choose to portray their natural and earthy attributes but on others portray a crazy, colorful, wild side. I see no unification.



THE BODY SHOP

DEFINE PHASE

DEFINE PHASE

Desired Image Attributes

My goal of this project was to bring the Body Shop back to its original state. I wanted to portray a natural, earthy, organic feeling. I defined three image attributes that I wanted the new BODY shop to portray. These attributes are: NATURAL, DEDICATED, and ORIGINAL. I designed my new branding and look after these descriptors.



NATURAL

The body shop produces all natural products; many main ingredients come straight from the earth. Along with using organic ingredients the Body Shop is supportive of natural resources and local trades that are natural to different regions of the world. They focus on reducing their impact on the environment by seeking and sustaining natural materials and ingredients as well as using the planet's resources wisely.



DEDICATED

The Body Shop is a company that is dedicated in supporting issues around the world. They focus on supporting community trade, human rights; eco-friendly processes and are against animal testing. They are passionate about inspiring other companies and people to be more aware of the products they are using, where they come from, what they are made out of and how they are made. They are dedicated to providing an alternative, natural, eco-friendly, influential product for the audience that is interested in making a difference.



ORIGINAL

The Body Shop was founded on an original theory, a theory that creating natural and sustainable bath and body products from organic materials, made in fair trade communities, and created in earth conscious ways will produce a product that people will love, and it will be healthier for the earth. The Body Shop bases its business on being honest and staying true to the theory that started The Body Shop.

DEFINE PHASE

Image Attributes | Five Senses

I applied the three desired image attributes I defined with each and every five senses in imagery and words. This helped me greatly to get a more defined understanding of the feeling I was going for.

NATURAL

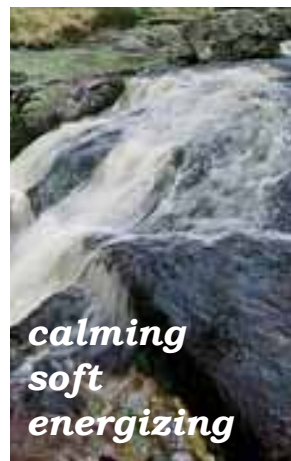
Sight



Touch



Sound



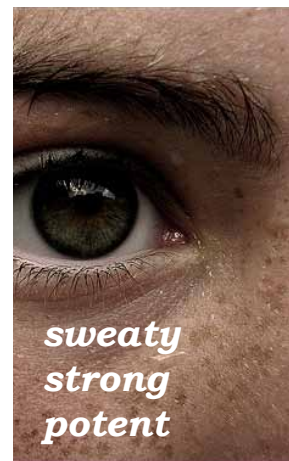
Smell



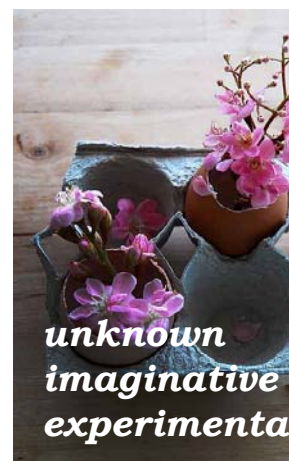
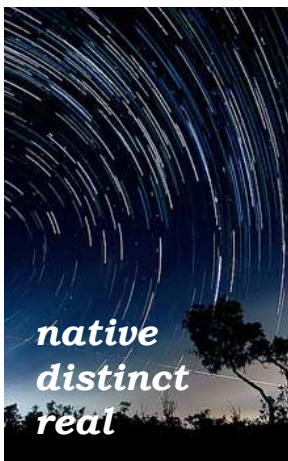
Taste



DEDICATED



ORIGINAL



DEFINE PHASE

Target Audience

I wanted to focus on a target audience of men. I feel that, do to bad marketing and wrong design decisions, the current Body Shop has taken men out of their possible group audience. I wanted to target men who are health conscious and care about certain issues like the earth, and fair trade. Men who shop at co-ops and are outdoorsy in their spare time. I created a male persona to demonstrate his day to day activities as well as depict where he receives his information on a daily basis.



Mike is a 32-year-old college graduate who works in the marketing field in downtown Minneapolis. He grew up in the country but after graduating college he moved to the city for his work. He lives with his fiancé in a condo around Lake Calhoun and runs the lake every morning with his chocolate lab Barry. He loves the outdoors everything from walking the lake with his fiancé Molly to canoeing, rock climbing, and hiking. In Mike's spare time he loves planning camping trips with his buddies.

Mike loves the liveliness of the city but any excuse to go outdoors and get dirty; he's all over it. Due to his love for the outdoors Mike is in shape and is health conscious. He tries to eat as healthy as he can, minus the few pizzas and beer here and there. He's a huge fan of local breweries and co-ops; he stops by the local farmers market every week with his fiancé. Mike tries to be as ecologically aware as he can, so he tries to use as many green products possible, but sometimes he just goes for the brands he knows best.

When Mike's not outdoors or with Molly he's usually at dive bars with his friends watching the game! He's an avid Twins fan and never misses a game. Mike is your classic Minnesota born and raised man, he's an eco-friendly, outdoorsy, hardworking, healthy, easy-going guy.

DEFINE PHASE

Brand Positioning

After defining the image attributes I wanted to portrayed, defining my target audience and refining the direction I wanted to move in, I created a brand position statement that explains what we are, who it is for, and why it matters.

A dark, moody photograph of a forest with tall, thin trees and dense foliage, serving as a background for the title.

WHAT IS IT?

The Body Shop is a company that produces and sells bath and body products that are created with natural ingredients.

A dark, moody photograph of a forest with tall, thin trees and dense foliage, serving as a background for the title.

WHO IS IT FOR?

The Body Shop is for healthy, natural people who care about what their products are made of, where and how they are made and enjoy using eco-friendly goods.

A dark, moody photograph of a forest with tall, thin trees and dense foliage, serving as a background for the title.

WHY DOES IT MATTER?

The Body Shop is a company that is dedicated to producing natural bath and body products that support fair trade, animal rights, human rights, and eco-friendly processes.

A dark, moody photograph of a forest with tall, thin trees and dense foliage, serving as a background for the title.

BRAND POSITIONING

The Body Shop is a company that is dedicated to producing natural bath and body products that support fair trade, animal rights, human rights, and eco-friendly processes for people who care about these issues.

DESIGN PHASE

DESIGN PHASE

Logotype | Logo

The logo type I designed is clean, modern and manly. The typefaces used are Impact Regular and DIN OT Bold. I decided to slant the descender and ascender of the “Y” and “h” to make the “BODY” flow into the “shop” better. The slanted points also give reference to a razor.

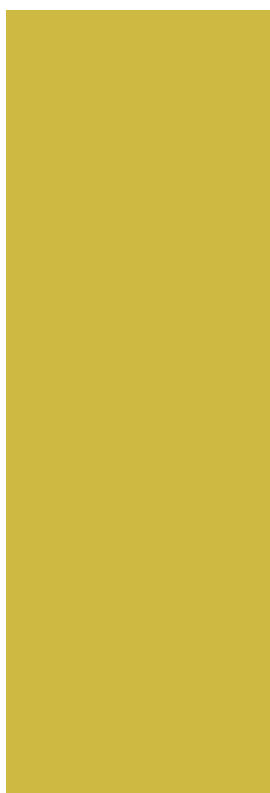
The logo I created is a symbol of the different sides of a mans personality. It is a symbol of the mixture of a mans rugged, manly side and his earth-friendly, caring side. It semi-resembles a natural leaf to illustrate the natural ingredients used in each and every Body Shop for mens product.



DESIGN PHASE

Color Palette

These are the colors chosen to represent the BODY shop for men brand. The rustic yellow and warm gray/brown are represented in the logo as well as accents in the advertisements and product design. There are two more dingier versions for each color. These colors are meant to be alternatives for the main colors and accents as well. The rustic blue is the main color of the "BODY" in the logotype.



C: 22
M: 21
Y: 89
K: 0



C: 32
M: 38
Y: 40
K: 19



C: 46
M: 40
Y: 73
K: 19



C: 74
M: 51
Y: 48
K: 31

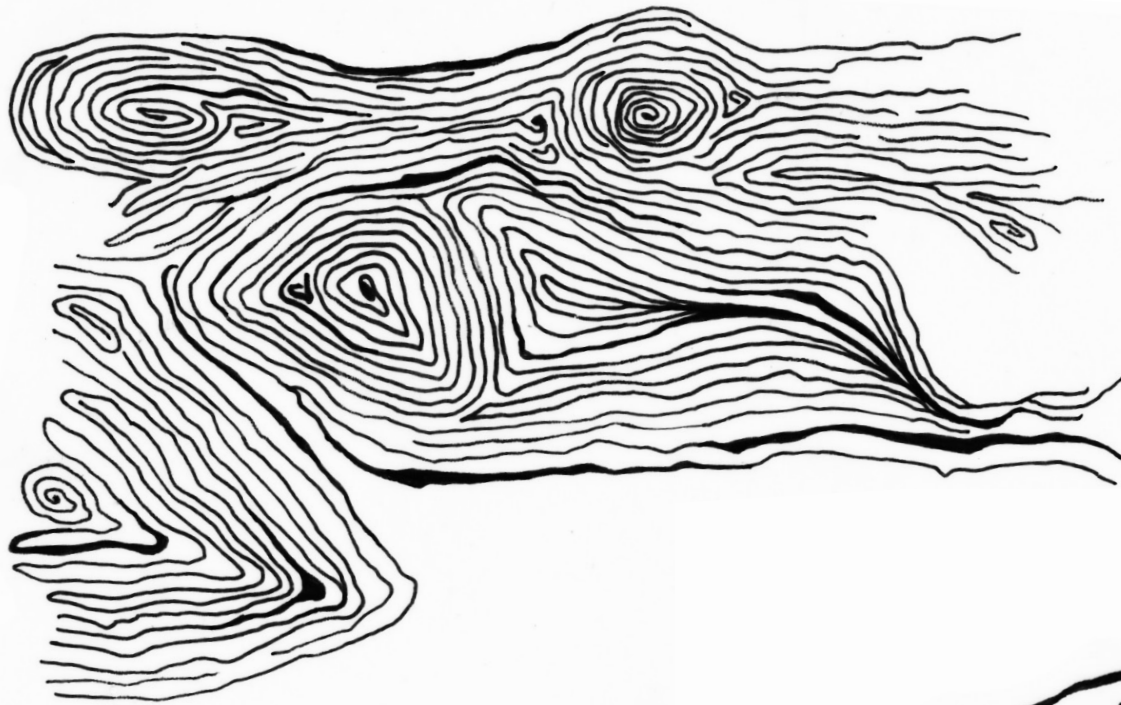


C: 100
M: 100
Y: 100
K: 0

DESIGN PHASE

Graphic Elements

The BODY shop for men includes a few graphic elements. Photographs are used often but by adding a graphic element of wood grain it keeps it fun and provides a break from actual pictures. It can be used as a pattern, design element or texture.



DESIGN PHASE

Typography

The typography used for the BODY shop brand will be a simple, more masculine group of typefaces. The placement of the type may differ for each advertisement. The typeface used will be DIN OT in Light, Regular, Medium and Bold. The colors the type is depicted in is black, gray, yellow and white.

FOR MEN

masculinity redefined.

for the man who cares.

Lorem ipsum dolor sit amet,
consectetur adipiscing elit, sed
diam nonummy nibh euismod
tincidunt ut laoreet dolore magna
aliquam erat volutpat.

DINOT BOLD 36 pt | 36 pt

dinot medium 25 pt | 28 pt

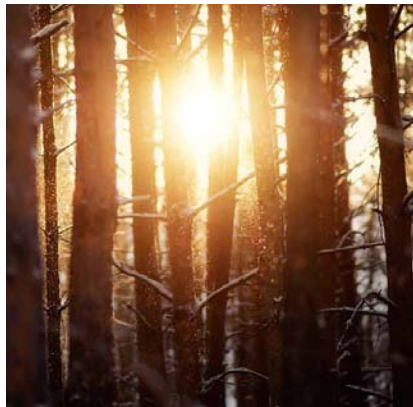
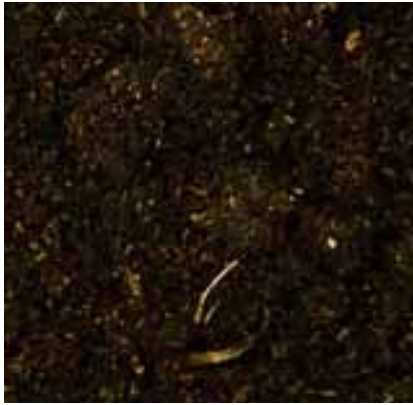
Dinot Regular 15 pt | 18 pt

Dinot Light 13 pt | 16 pt

DESIGN PHASE

Photographic Point of View

The BODY shop for men has two photographic point of views. One is up close photographs of detailed natural materials, that focus on texture. The second is medium-far away shots of nature landscapes, these photos always include a hallow effect of light that draws ones eye to the illuminated area.



MARKETING

Marketing Message

The BODY shop for men will have a total of three marketing messages. One marketing message is “masculinity redefined.” It speaks to the new sense of masculinity. Masculine now days is men who care about their health, that take their well being, whether it be fitness, eating habits, or hygiene, seriously.

Another message is NATURAL PRODUCTS FOR THE NATURAL MAN. This speaks to the rugged outdoorsy men who are in nature a lot and want to take it home with them.

And lastly a list of all the descriptive words the BODY shop for men and the men who use it are.

masculinity redefined.

NATURAL
PRODUCTS
FOR THE
NATURAL
MAN

NATURAL. DEDICATED. ORIGINAL.
ORGANIC. BASIC. UNIQUE. ESSENTIAL.
INSPIRING. HONEST. TRUE. INVOLVED.

MARKETING APPLICATIONS

Marketing Strategy

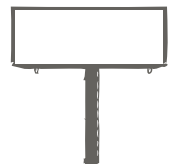
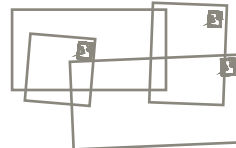
This Marketing Strategy includes eight applications. Coupons, Magazine Ads, Mailers, Billboards, Bus Shelters, Website, Canvas Bag, and New Packaging Design. All these applications can be seen on a day to day basis and are readily available to the targeted audience. All the Advertisements will lead people to go to the website and shop at the BODY shop. Once at the store or online the audience will see the new packaging and reusable canvas bags.

COUPONS
MAGAZINE ADS
MAILERS
BILLBOARDS
BUS SHELTERS

WEBSITE

CANVAS BAG

PACKAGING DESIGN



APPLICATIONS

Coupons

Coupons are a great way to get people to come to the BODY shop and try stuff out. Perhaps if there is something free in the deal it will bring them in the store and they will find something they like.



APPLICATIONS

Magazines

Magazines will be a large part of the marketing strategy. Men rarely look for new products so ads for the BODY shop will run in mens magazines like Mens Health, and Sports Illustrated. The page on the left is to get the readers attention and when they are interested they can read the right page to get a better understanding of what the BODY shop is about.

BODY shop

NATURAL. ORGANIC.
DEDICATED.
BASIC. UNIQUE.
ESSENTIAL.
INSPIRING.
HONEST. TRUE
INVOLVED.
ORIGINAL.

to learn more visit
www.bodyshop/men.com

FOR MEN | masculinity redefined.

The BODY shop is a company that is **dedicated** to producing **natural** hair and skin products that support fair trade, animal rights, human rights, and eco-friendly processes for people who care about these issues.

The BODY shop was founded on an **original** theory, a theory that creating natural and sustainable bath and body products from **organic** materials, made in fair trade communities, and created in earth conscious ways will produce a product that people will love, and it will be healthier for the earth. The BODY shop bases its business on being **honest** and staying true to the theory that started The BODY shop.

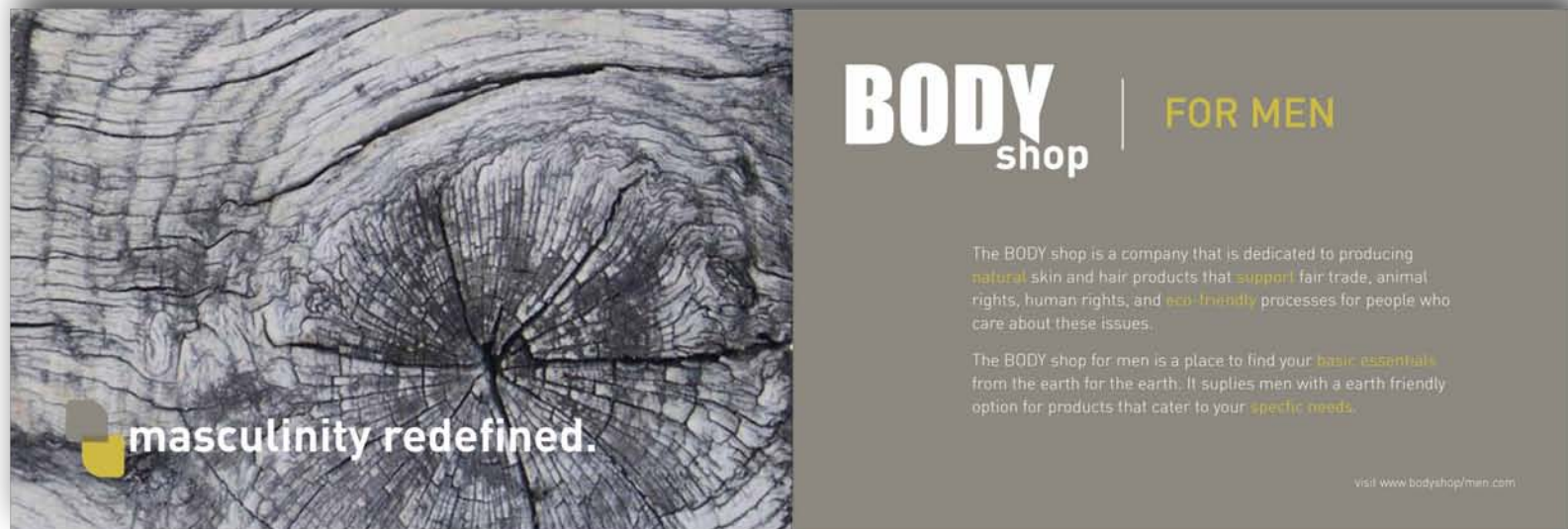
The BODY shop for men is a place to find your **basic essentials**. It supplies men with a earth friendly option for products that cater to your specific needs. Our company prides itself in finding natural ingredients that helps heal certain symptoms or traits that are **unique** to each individual.

We are passionate about **inspiring** other companies and people to be more aware of the products they are using, where they come from, what they are made out of and how they are made. We are dedicated to providing an alternative, natural, eco-friendly, influential product for the audience that is interested in making a difference.

APPLICATIONS

Mailers

Since the BODY shop is coming out with a new brand for men it will have to be advertised so that people know its out! Mailers will be a part of the advertising system. They will inform the customer or potential customer of what the BODY shop is all about. It is a tri-fold fold glossy cover stock mailer displaying a detailed photograph of good grain as well as the Marketing messages and information about the company.



APPLICATIONS

Billboards

The BODY shop for men will need billboards to advertise the store and brand. Billboards are a great way for the body shop to reach their targeted audience because they audience/personas are types of people that take the bus and ride bikes. Billboards are always on the streets of the bus routes, and are very visible even from far away.



APPLICATIONS

Bus Stop Shelters

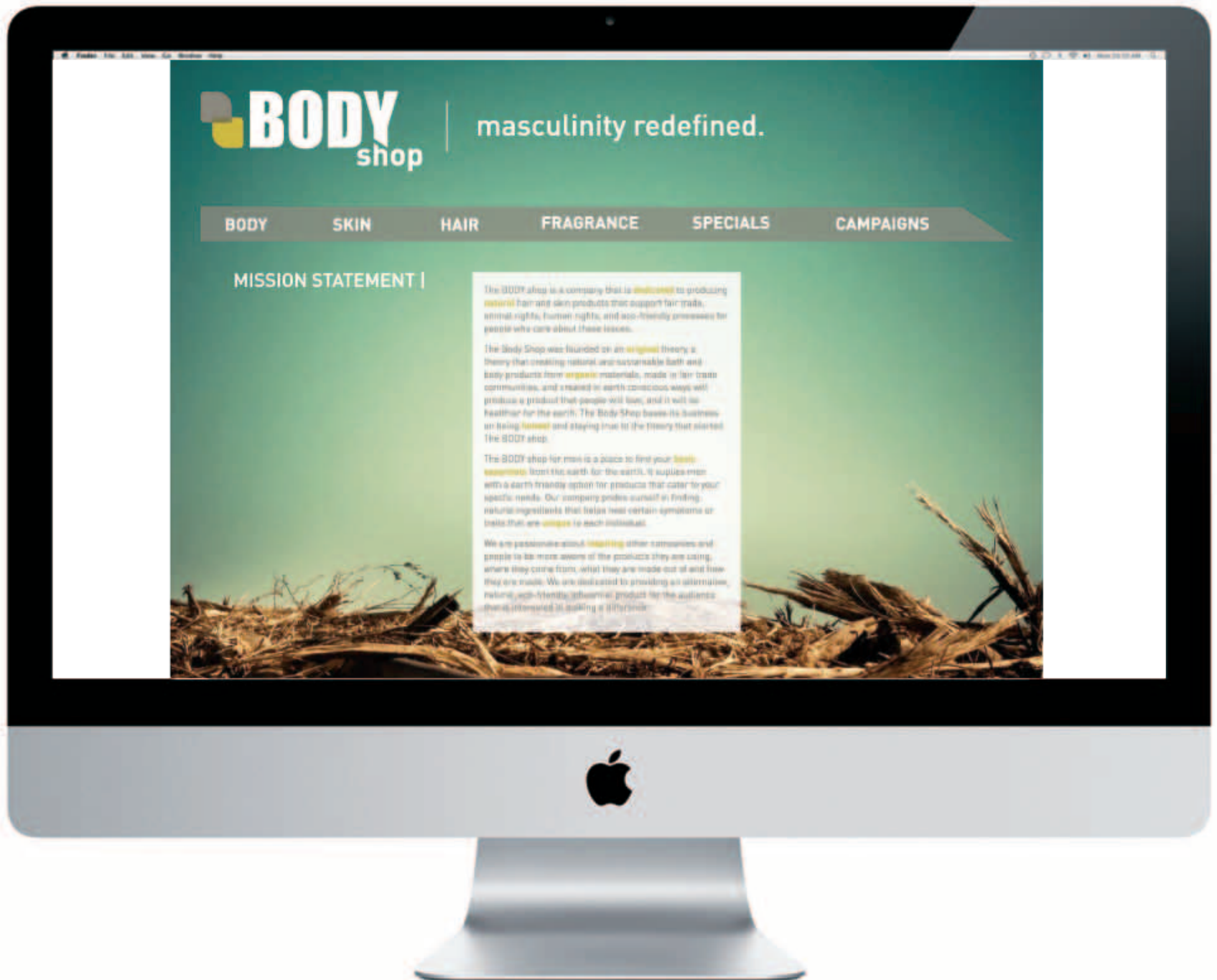
A prime spot for advertisement would be bus shelters, the BODY shop is targeting men and earthy people that opt to take the bus instead of driving. They are targeting people who care about the earth and the pollution they create, so a bus shelter would be perfect chance to get the target audience to notice their ads. The bus shelter ads are a little bit heavier in body copy, this is due to the large amounts of time people will be waiting at the stop for the bus.



APPLICATIONS

Website | HOME PAGE

The BODY shop for men will need a website. This page will be it's home page.



masculinity redefined.

BODY

SKIN

HAIR

FRAGRANCE

SPECIALS

CAMPAIGNS

MISSION STATEMENT |

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The BODY shop for men is a place to find your **best** **essentials** from the earth for the earth. It supplies men with a earth-friendly option for products that cater to your specific needs. Our company prides itself in finding natural ingredients that help treat certain symptoms or traits that are **unique** to each individual.

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Website | CAMPAIGN PAGE

This page will display the charities or causes that the BODY shop is dedicated in helping.



Website | PRODUCT PAGE

This page will display some products and some fun tidbits bits about men and their hygiene/what is best for their body.



| masculinity redefined.

BODY

SKIN

HAIR

FRAGRANCE

SPECIALS

CAMPAIGNS

best sellers
great deals
buy one get one
package deals

lemongrass + avocado

The BODYshop for men offers a package deal for most lines. The lemongrass + avocado line is primarily for **Gly Hair and Skin**. It comes with a lemongrass + avocado **Shampoo**, **Conditioner and Body Wash**. There are more products available in this line, like the lemongrass + avocado **Lotion**, **Shampoo**, **Deodorant**, and **After shave**.

PRICE | \$49.99
product # 23576



APPLICATIONS

Package Design

With the new branding of the BODY shop for men, will have to come new packaging design for their products. Currently the packaging is all over the board. It is in serious use of updating and making it unified. These new label are cohesive, simple and manly. The simple type and visually pleasing graphics its a beautiful bottle to look at.



APPLICATIONS

Canvas Bags

The BODY shop for men will have canvas bags at their stores instead of plastic or paper. With each purchase the customer will receive one and they can be reused! Any simple way to help the earth the BODY shop is all over it. And its free promotion when customers use it from day to day! The bags have graphic illustrations of wood grain and the logo with logotype to make it identifiable as the BODY shop.



THANK YOU.

Sources

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www.flickr.com

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