

# HERBAL ESSENCES LAUNCH STRATEGY

The Herbal Essences launch strategy is driven by data-backed understanding of our audience. Using a custom algorithm<sup>a</sup>, consumers were classified into predefined labels based on insights from 180 primary research<sup>b</sup> responses, enabling us to identify and focus on the ideal target group. This targeted approach ensures every aspect of the campaign, from branding to in-store experience, aligns seamlessly with the preferences of our audience. The goal is to achieve **\$8 million** in sales within the first year.



## CONSUMER INSIGHTS

- Target persona (Wellness and Quality Seeker) selected after persona segmentation by a custom algorithm (not machine learning) from primary research data. Demographics include urban, middle to upper middle class income group, inclusive of both genders.
- Key Characteristics:** **36.1%** of consumers are highly brand-aware and willing to pay a premium for Herbal Essences<sup>c</sup>, with only **8.3%** time-pressed hair care routine story compared to 47% in non-target segment.<sup>d</sup>
- Actionable Insights:** Branding and marketing will be based on these insights. **79%** prefer messaging around "naturally healthy and gentle caring." Celebrity endorsements should focus on cultural heritage and science experts (**68%** preference). Trust-based influence is the key motivator for trying the brand.<sup>e</sup>

## BRANDING & MARKETING

### Big Idea

قدارتی نشوونما بغیر سمجھوتہ کے

"Nature's Touch, Science's Trust."

### Marketing

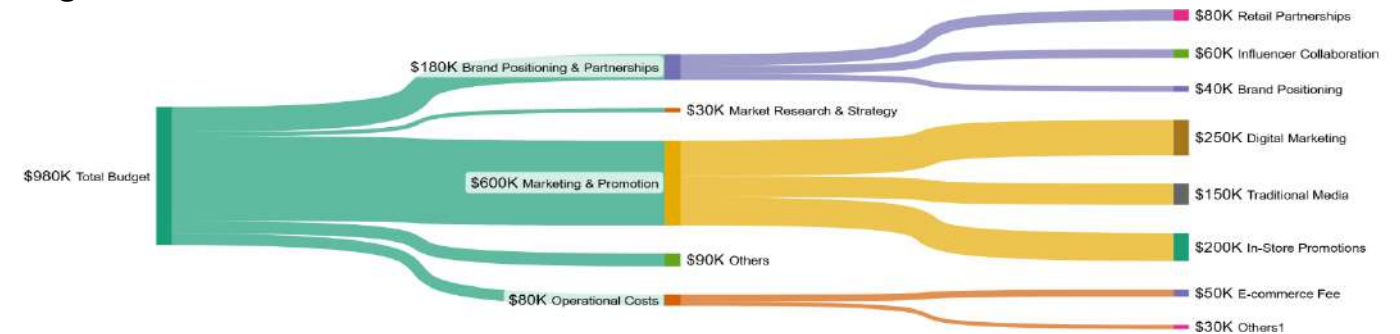
**Dermatologists & Cultural Ambassadors:** Split-screen videos on TV and social media featuring local dermatologists and cultural icons (Mahira Khan & Fawad Khan for their natural beauty and trust) both using Herbal Essences, reinforcing trust and credibility

Long billboards (e.g. Centaurus Mall), crossing out chemicals found in typical shampoos.

### Product Storytelling

**"From Nature to Bottle":** 30-60 second short videos showcasing ingredient journey, emphasizing transparency and scientific validation

## Budget Estimates<sup>f</sup>



## SALES ACTIVATION

### In-Store Positioning

A dedicated, elevated 'Premium Natural Care Zone' with wooden shelves, and soft green lighting to emphasize the herbal ingredients, ensuring it stands out from standard hair care sections."

A standee in the 'Premium Natural Care Zone' crossing out harsh chemicals and highlighting shampoo's natural, chemical-free ingredients.

### Pricing Strategy

PKR 550 per 185ml (slightly premium), corresponds with higher willingness to pay.

### Sales Channels

Mostly focus on supermarkets and retail shops in prime locations. Also making it available on E-commerce websites as user penetration will be 2.3% in 2024 for hair care.<sup>g</sup>

a This [custom algorithm](#) classifies consumers into predefined personas based on key attributes such as hair care routine, ideal hair care product message, price sensitivity, product familiarity, and current product usage. It assigns a persona to each consumer only if their calculated score exceeds a defined threshold, leaving others uncategorized. The scoring mechanism uses strategically weighted criteria for each persona, ensuring alignment with business priorities. After persona assignment, the algorithm generates a detailed analysis of the distribution and key characteristics of each persona.

b [Transformed data](#)

c [Result of proportion ztest](#)

The difference in proportions is statistically significant.  
Wellness and Quality Seekers are more likely to pay more than 450 compared to Budget-Conscious Group.  
p-value = 0.001621850612279613

d **Output of target persona characteristic**

Persona Characteristics:

Wellness and Quality Seeker:

Total Count: 72 (39.56%)

Key Characteristics:

hair\_care\_routine:

Nature inspired: 40.28%

Relaxation-Seeking: 27.78%

Cost-Aware: 13.89%

Exploration-Driven: 9.72%

Time-Pressed: 8.33%

price\_sensitivity:

Mid-Range Value Seekers: 34.72%

Budget-Conscious Consumers: 30.56%

Quality-Oriented Buyers: 19.44%

Premium Product Enthusiasts: 8.33%

Luxury Brand Believers: 6.94%

product\_familiarity:

Somewhat familiar: 61.11%

Very familiar: 36.11%

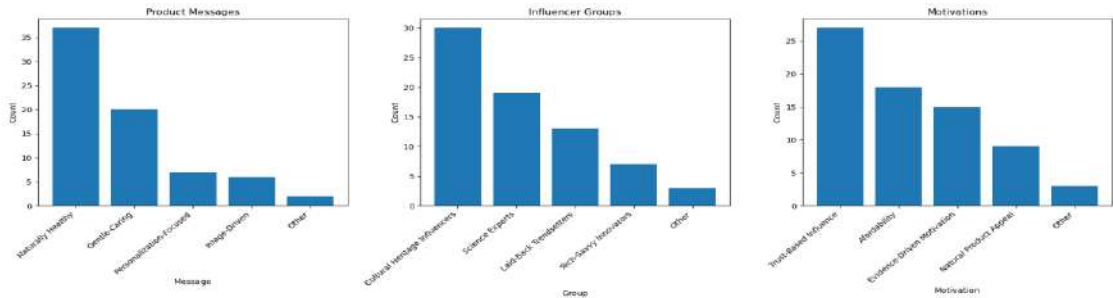
Never heard of it: 2.78%

current\_natural\_user:

True: 66.67%

False: 33.33%

e **Output of target persona**



f

Category	Budget (USD)	Budget (PKR)
<b>Market Research &amp; Strategy</b>		
Consumer Insights Research	\$30,000.00	PKR 8,340,000
sub total	\$30,000.00	PKR 8,340,000
<b>Brand Positioning &amp; Partnerships</b>		
Retail Partnership Development	\$80,000.00	PKR 22,240,000
Influencer Collaboration	\$60,000.00	PKR 16,680,000
Brand Positioning Campaign	\$40,000.00	PKR 11,120,000
sub total	\$180,000.00	PKR 50,040,000
<b>Marketing &amp; Promotion</b>		
Digital Marketing	\$250,000.00	PKR 69,500,000
Traditional Media Advertising	\$150,000.00	PKR 41,700,000
In-Store Promotions	\$200,000.00	PKR 55,600,000
sub total	\$600,000.00	PKR 166,800,000
<b>Operational Costs</b>		
E-commerce fee	\$50,000.00	PKR 13,900,000
Others	\$30,000.00	PKR 8,340,000
sub total	\$80,000.00	PKR 22,240,000
<b>Others</b>		
Misc	\$90,000.00	PKR 25,020,000
sub total	\$90,000.00	PKR 25,020,000
<b>Total Investment</b>		
	\$980,000.00	PKR 272,440,000
<b>Projected Revenue</b>		
	\$8,000,000.00	PKR 2,224,000,000

g [Pakistan Online Hair Care market size](#)

For technical audience

[Link to Project Repo](#)