

BLACK BOOK

BRAND: KAYA LIMITED INDIA

INDIA'S LEADING SKIN & HAIR CARE SPECIALITY CLINIC



# TABLE OF CONTENTS

BRAND STORY

BRAND MAP

BRAND ETHOS

BRAND EVOLUTION

BRAND ESSENCE

BRAND SERVICE STRUCTURE

BRAND STAKEHOLDERS

BRAND WORD CLOUD

BRAND ELEMENTS

BRAND TONE OF VOICE

BRAND PRESENCE

BRAND CAMPAIGNS

BRAND ASSOCIATIONS

SIGNATURE OCCASIONS AND FESTIVALS

CATEGORY ANALYSIS

TEST

Here  
IS HOW  
WE TELL OUR STORY

The Kaya story began in 2002...

Marico, after conducting extensive research, identified an emerging need among consumers to keep their skin

healthy and beautiful.



As research progressed,  
a more focused insight revealed  
that there was an untapped need for  
*flawless skin that looks good  
naturally.*



Launched the 1<sup>st</sup>  
Kaya Skin Clinic

December



vision

Positively transform the  
lives of consumers

# THE KAYA DIFFERENCE

---

At Kaya, there exists a culture that blends expertise and caring; precision and passion.



A highly qualified professional whose goal is to help you **understand** your skin & hair, chart out a course of **customized care** and keep a watchful eye throughout your journey.

At its core;  
**KAYA DERMATOLOGIST**

# THE KAYA ADVANTAGE

Key Differentiating Attributes



LARGEST POOL OF  
DERMATOLOGISTS

ADVANCED  
TECHNOLOGY

SOLUTIONS  
APPROACH

# THE KAYA ADVANTAGE

Key Differentiating Attributes



OFFERS  
**PERSONALISED** SKIN &  
HAIR CARE SOLUTIONS



STATE-OF-THE-ART  
TECHNOLOGIES FROM  
ACROSS THE WORLD



KAYA'S PRODUCTS &  
**SERVICES** WORK IN  
SYNERGY TO  
DELIVER EFFECTIVE RESULTS

# POSITIONING

=

## PREMIUM SKIN & HAIR CARE BRAND

SECTOR  
=  
FMCG  
CONSUMER FACING  
BUSINESS

# UNIQUE BUSINESS MODEL

=

BLEND OF  
MEDICAL + RETAIL +  
HOSPITALITY

# BRAND MAP



## Brand Benefits

- ✓ Products are formulated by expert dermatologist
- ✓ Personalised treatment by experts
- ✓ Reliable, hassle-free solutions
- ✓ State of the art technology

## Brand Identifiers

- ✓ Strong use of Colour: Kaya tones of red/orange/peach
- ✓ Aspirational, positive and uplifting messaging for each product and service
- ✓ Communicates the real crux , avoids use of jargon and false claims

## Brand Journey

Kaya's unique 3 way approach towards skin and hair hassles:

- ✓ UNDERSTAND
- ✓ TREAT
- ✓ PROTECT

The Kaya Journey makes you feel confident. It helps you bring out the best version of you, nurturing your every moment of pride and celebrating your every little victory.

## Brand Personality

A caring friend who is always there to guide you through your skin and hair hassles.  
Educative, fun, genuine, gracious, uplifting, and **ASPIRATIONAL**

# BRAND ETHOS



## Customer First:

Spirit of Partnership -Keeping the consumer in focus, partnering to deliver skin & hair care solutions. Doing what is in the best interest of the customer.

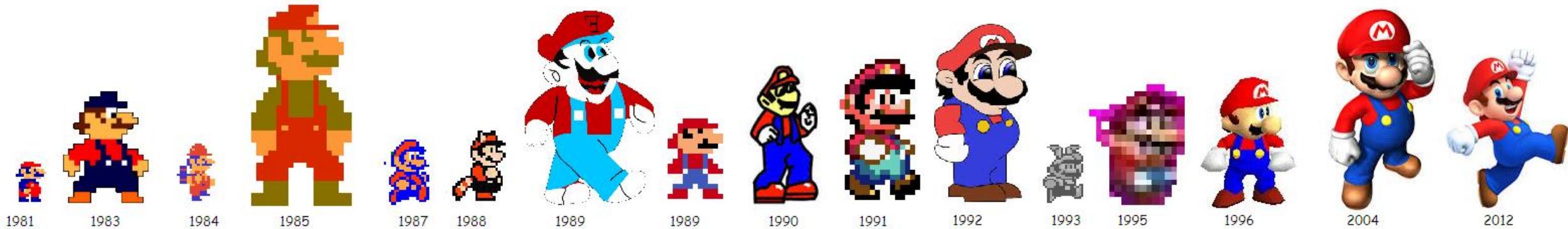
## Openness:

Allowing diversity of opinion by listening to customers without bias. Sharing information both good and bad, and building a sense of trust with the customers.

## Ownership:

‘Be Kaya Ready’ mindset. Becoming a channel to seamlessly communicate the space with customers.

BRAND  
**EVOLUTION**



# MESSAGING

A shift in focus: From  
CURE to CARE

WHAT IT WAS ----->

Solution provider for skincare  
problems

WHAT IT IS TODAY ----->

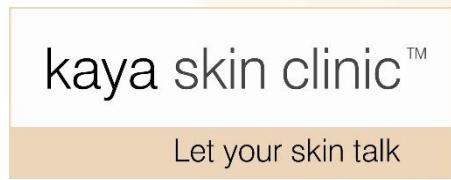
Personal & expert guide for total  
skin & hair care solutions

STOP HIDING FROM THE WORLD

AND

BE KAYA READY

# Kaya Skin Clinic gets a new brand identity



## TIMELINE OF EVENTS

# 2002

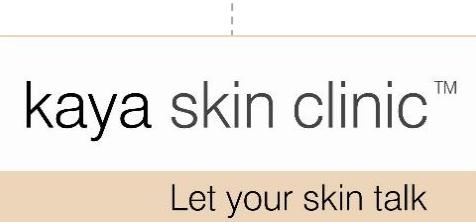
Mr. Harsh Mariwala, Chairman of Marico Limited, launched the prototype of Kaya Skin Clinic at Marico's corporate office.



# 2003

Kaya Ltd. incorporated on March 27 as a wholly owned subsidiary of Marico Limited  
A pioneer in specialized skin care in India

*TAGLINE: Let your skin talk*



# 2004

Entered the Middle East market with first clinic in Dubai Expanded clinics across UAE, Saudi Arabia and Oman



# 2010

Acquired aesthetics business of Singapore based Derma Rx which operates 3 centers in Singapore and one in Kuala Lumpur



**kaya™ DermRx**  
Discover healthy skin in 2 minutes

# 2011

Kaya went through retail identity change -  
the new Kaya is more contemporary, warm and  
welcoming.

TAGLINE: *love what you see*

# 2013

Demerged from Marico Limited with effect  
from April 1, 2013



# 2014

# TODAY

Divested Derma Rx

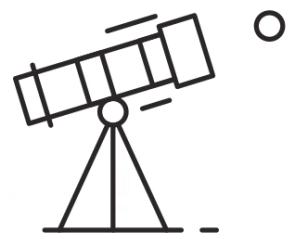
Kaya Ltd., a listed entity has two distinct brands:

1. Kaya Skin Clinic
2. Kaya Skin Bar

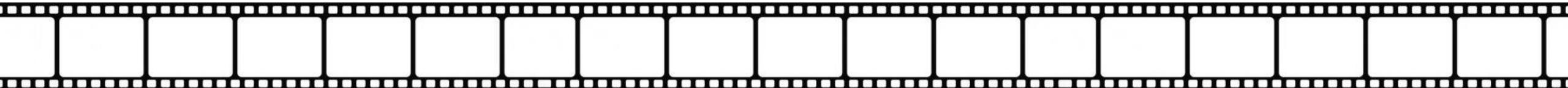
100+ clinics in India,  
21 clinics in Middle East,  
130+ Kaya Skin Bar doors



**kaya**<sup>TM</sup>



# BRAND TVCs & DIGITAL FILMS SHOWCASE



# INSIGHT

Oct 12, 2010



[WATCH IT HERE](#)

TVC-  
Laser Hair Removal

Unwanted hair may stop you  
from living your best life.

Kaya's Laser Hair Removal is  
your solution.

Sep 20, 2010



[WATCH IT HERE](#)

Kaya Skin Care TVC -  
Whose Your Skin Care  
Expert?

There are a lot of people who  
like giving unsolicited  
advice.

Choose who you listen to.

# INSIGHT

Sep 20, 2010



Skin care TVC -  
Kaya Products

[WATCH IT HERE](#)

Women often use make up to  
hide their flaws.

With Kaya products you won't  
have anything to hide.

Sep 20, 2010



Skin care TVC -  
Let your skin Talk

[WATCH IT HERE](#)

Your special person will not  
be able to resist your new  
glow.

Beautiful skin makes you fall  
in love with yourself again.

# INSIGHT

Aug 8, 2011



[WATCH IT HERE](#)

Kaya Skin Care TVC -  
On Sale at Kaya:  
Everyday Radiance and  
Aqua Radiance at up  
to 50% off

The effects of Beauty Facials  
and packs don't last very  
long.

Kaya's products and services  
gives you desirable effects.

Jun 12, 2012



[WATCH IT HERE](#)

Skin care TVC -  
Signature Face  
Therapies

A mood film - presenting a  
confident women -  
highlighting skincare  
services

# INSIGHT

Feb 8, 2017



[WATCH IT HERE](#)

Bumper Ads -  
Expert Hair Solutions.  
Coming Soon.  
**#HelloHair**

In a tangle thinking about  
the right hair treatment?

Expert Hair Solutions. Coming  
Soon.

Jun 21, 2017



[WATCH IT HERE](#)

Digital Ad Film -  
**#WishWearFlaunt** with  
Kaya's Laser Hair  
Removal

Get the freedom to wear  
whatever you want!  
**#WishWearFlaunt** with Kaya's

Laser Hair Reduction anytime,  
anywhere.



# KAYA TO YOU IS . . .

PROGRESSIVE

NURTURING

RELIABLE

ALWAYS REAL

A SOURCE OF HAPPINESS

A POSITIVE INFLUENCE

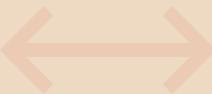
A HASSLE FREE ANSWER TO ALL YOUR PROBLEMS

A CARING SUPPORTER

YOUR SKIN CARE CONFIDANTE

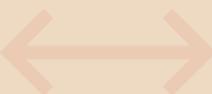
# BRAND GAP & CONSUMER PERCEPTION

CLAIMS THAT ARE NOT DELIVERED



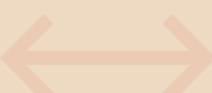
PERMANENT SOLUTION FOR BODY HAIR, ACNE FREE SKIN, NO MARKS OR WRINKLES - OFTEN MISLEAD THE CUSTOMER TO BELIEVING THAT SUCH RESULTS ARE OBTAINED INSTANTLY

PROOF OF EFFICACY



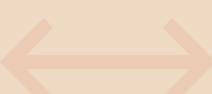
THE RESULTS OF KAYA'S TREATMENT & SERVICES FALLS SHORT COMPARED TO THE RESULTS (IMAGERY) POTRAYED

PERSONALISED SERVICE



THE CONSUMERS ARE DISAPPOINTED WITH THE SERVICE OFFERED. HOSPITALITY OFFERED TO CUSTOMERS DOES NOT MATCH THE PERCIEVED IMAGE OF KAYA CREATED ON DIGITAL.

A SOURCE OF RELIABLE INFORMATION



THE INFORMATION SHARED IS NOT BELIEVED TO BE 100% RELIABLE/TRUE.

# PRODUCT & SERVICES STRUCTURE



A thin white curved arrow originates from the top left of the word "hair care" and points back towards the word "skin care" inside the orange oval.

hair care

# SERVICE BREAKDOWN

PIGMENTATION  
REDUCTION  
SYSTEM

ANTI-AGEING  
AGE ARREST  
SYSTEM

ACNE CLEAR  
SERVICE

PERMANENT  
LASER HAIR  
REDUCTION  
SERVICES

EXPERT BEAUTY  
FACIALS &  
BRIDAL  
PACKAGES

# PRODUCT RANGE

*Soothing, hydrating,  
smoothing and firming  
products will leave your skin  
healthy and radiant*

SKIN CARE PRODUCTS FOR MEN & WOMEN\*\*\*



# PRODUCT & SERVICES STRUCTURE

skin care



hair care



# SERVICE BREAKDOWN

HAIR CARE  
RANGE OF  
PRODUCTS

HAIR FALL &  
HAIR THINNING  
SERVICES

UNDER-  
NOURISHED  
HAIR SERVICES

HAIR  
TRANSPLANT  
SERVICES



# PRODUCT RANGE

While Kaya's services ensure that the root cause of the problem is arrested, Kaya Hair Care products complement the healing process.

HAIRCARE PRODUCTS FOR MEN & WOMEN\*\*\*

# TARGET AUDIENCE



# BRAND STAKEHOLDERS

Communication Distribution

	MALE	FEMALE
AGE GROUP	18-35 YEARS	18-35 YEARS
SKIN CARE PRODUCTS		✓
SKIN CARE SERVICES		✓
HAIR CARE PRODUCTS	✓	✓
HAIR CARE SERVICES	✓	✓

# KAYA WOMAN



**SEC A+**

**AGE: 18-35 Years**

**Lives in metros, mini metros and tier 1 cities**

**Open to change and experimentation**

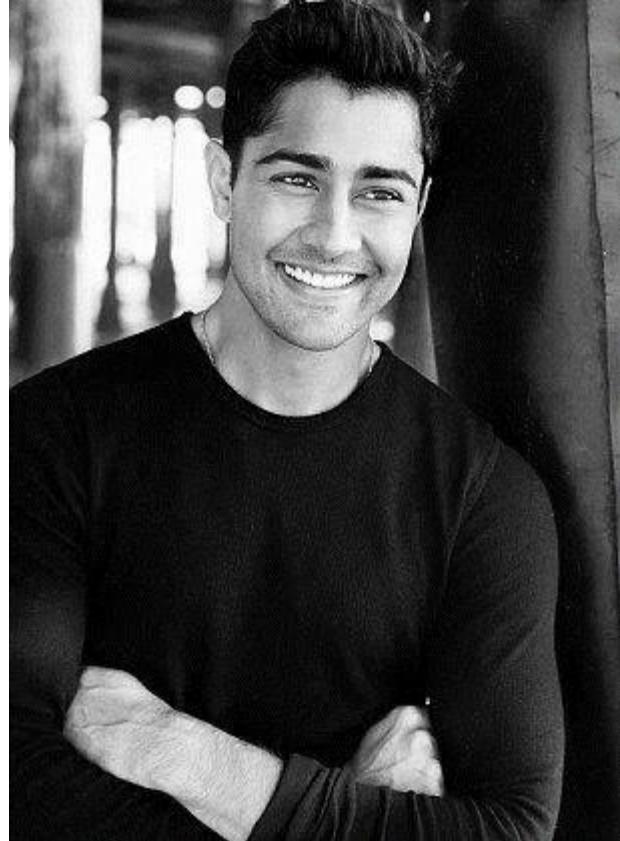
**Strives to be a perfectionist at work and at home,  
making her the “complete real woman”**

**She is a mother; a wife; a daughter.**

**She is fearless. Eloquent. Confident.  
Sophisticated.**



# KAYA MAN



**SEC A+**

**AGE: 18-35 Years**

**Confident, caring and wants to feel young at heart.**

**He makes an effort into his grooming, makes well-informed choices and is well-read.**

**He wants to make his lifestyle and health better but is unaware of the best options available to him.**



# PSYCHOGRAPHICS:

---

-----> WELL EDUCATED

Appreciates scientific processes

-----> SEEKS OPTIONS

But makes informed choices

-----> INDIVIDUALISTIC

Values customized offerings

-----> INFORMATION SEEKING

Actively looks out for solutions

# BRAND ELEMENTS

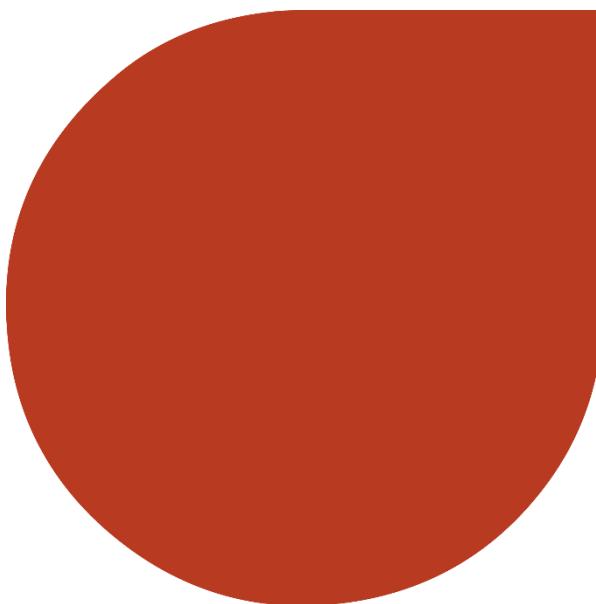
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1. LOGO
2. LEAFLET
3. MOTIF
4. DR. K
5. DR. RIGHT
6. ANNIE
7. KAYA KREW

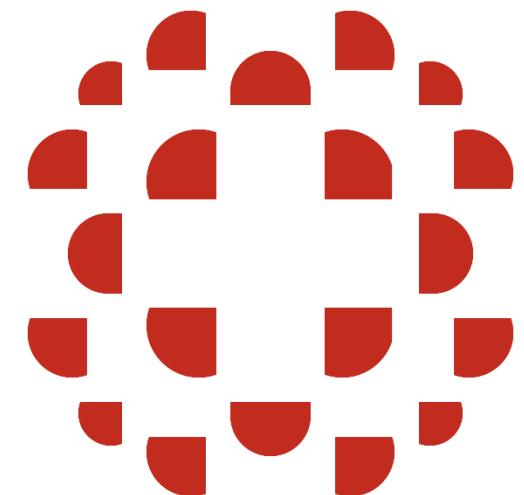
**brand logo**

kaya™  
kaya™

**signature leaflet**



**kaya motif**



# dr k



## OBJECTIVE:

Dr. Kaya is here for all your skin queries!

From busting myths to giving pro health tips - Dr. Kaya becomes Kaya's holistic skin care expert on social media.

# dr right



## OBJECTIVE:

Launched under #HelloHair campign. Where women can relate to Dr. K and her advises, men find it hard to relate to Dr. K and are not comfortable sharing their concerns.

To tackle that and to get men to open up to a more relatable character whom they can speak to regarding their concerns, we introduce a new face- A hair doctor- Dr. RIGHT

# annie



## OBJECTIVE:

Annie - a relatable character to most if not all, is Kaya's mascot.

She is just like us. Sometimes she goes around busting myths, educating the audience about pigmentation or simply voicing her opinion to wish, wear, & flaunt.

# kaya krew



## OBJECTIVE:

Launched as part of the #HelloHair Campaign.

They are confident, witty and smart and have come together to create a community for hair care that is seriously lacking in our society.

Men shy away from talking about their concern thinking it will make them project as more feminine or pretentious rather than being called self-aware.

Kaya Krew takes it in their hands to spread this important message but with a chuckle or more!

# KAYA WORD CLOUD

INNOVATIVE  
PERSONALISED  
CARING  
NURTURING  
SMOOTH  
GREAT HAIR

CONFIDENT  
LOVE YOUR SKIN

FREEDOM

EXPERT WELLNESS

HASSLE-FREE

INDEPENDENCE

BE KAYA READY

MYTHBUSTER

VICTORY HEALTHY HAIR

SKIN CONFIDANTE

INFORMATIVE



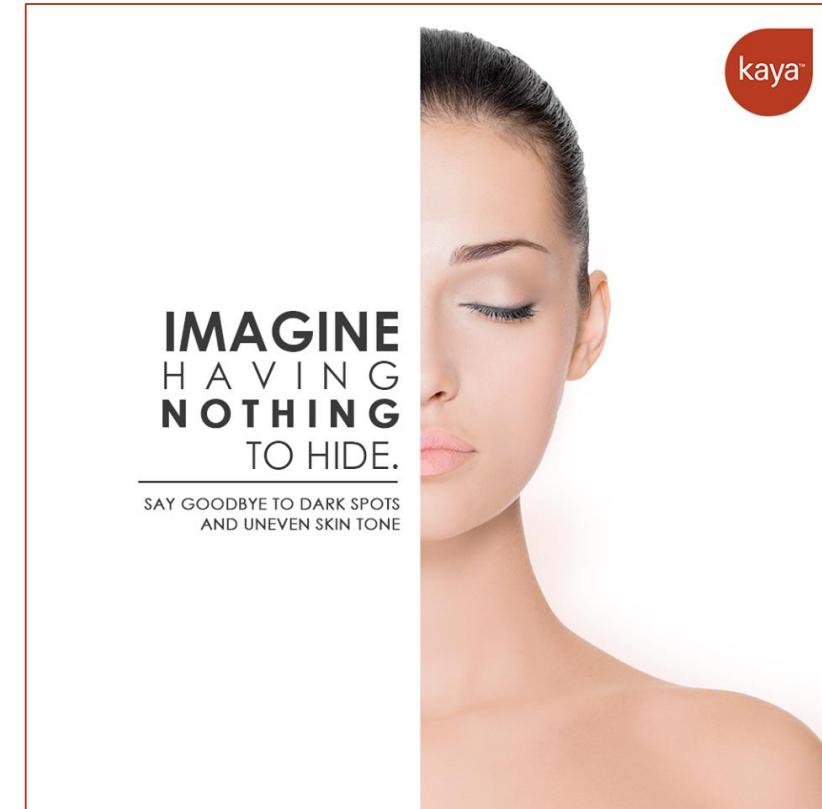
# BRAND TONE OF VOICE

# UNLOCKING BRAND IMAGERY

HOW COMPETITION SPEAKS ABOUT ACNE



HOW KAYA SPEAKS ABOUT ACNE



# UNLOCKING BRAND IMAGERY

HOW COMPETITION SPEAKS ABOUT SKINCARE

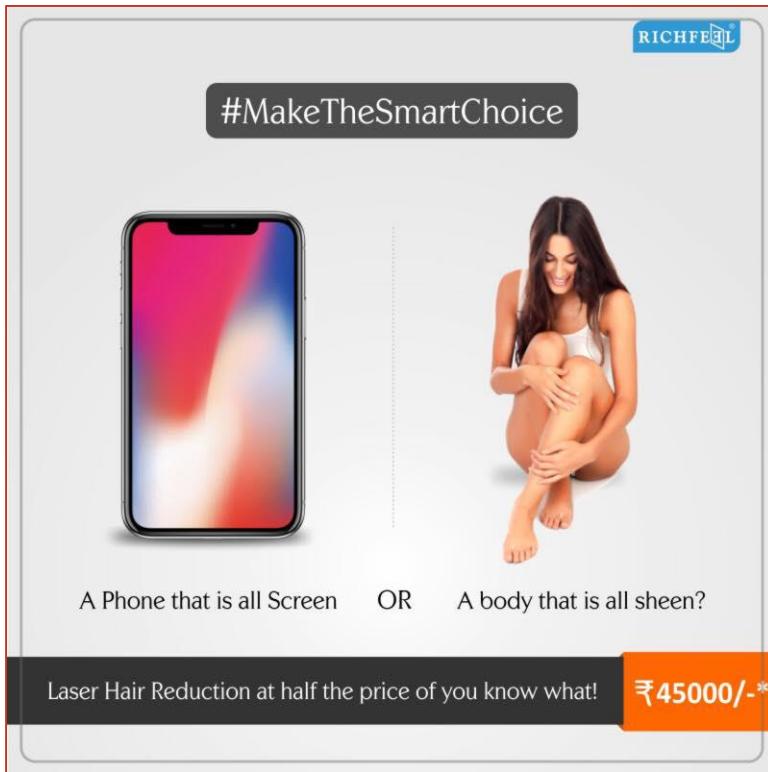


HOW KAYA SPEAKS ABOUT SKINCARE



# UNLOCKING BRAND IMAGERY

HOW COMPETITION SPEAKS DOES TOPICAL POST

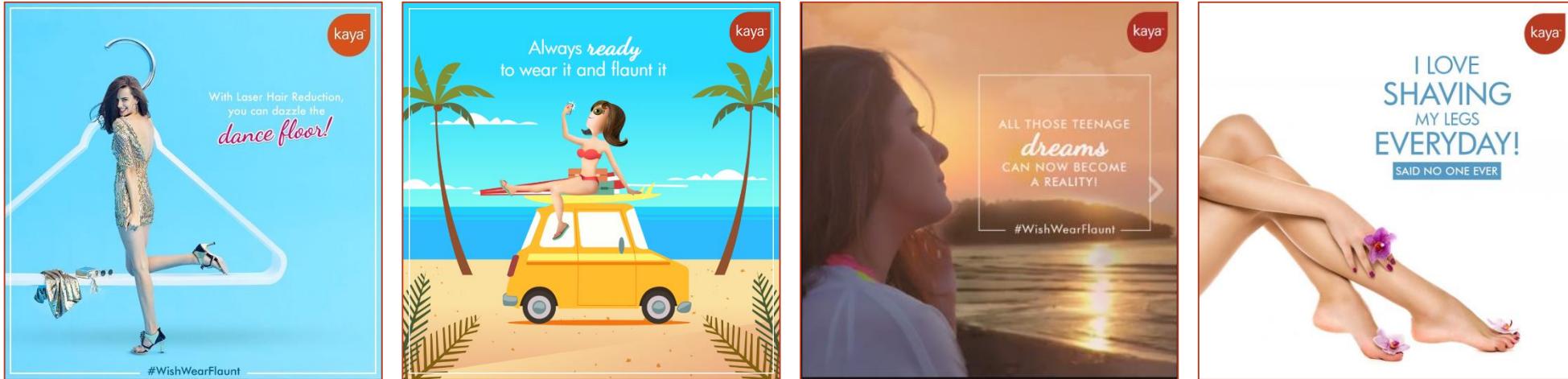


HOW KAYA DOES TOPICAL POST



# UNLOCKING BRAND IMAGERY

## WHAT WE ARE



## WHAT WE ARE NOT



# HOW TO WRITE FOR KAYA - COPIES

BE CREATIVE

COPY MUST BE:  
CRISP,  
CONVERSATIONAL,  
INFORMATIVE

HAVE A SUBTLE CONNECT WITH  
KAYA SERVICES/PRODUCTS

## SAMPLE COPIES

It's a proposal you cannot resist! Sign up for Kaya's bridal services to look your best before the big day.

Let your hair be the center of attention everyday. Take care of your crowning glory by scheduling an appointment with a Kaya expert today.

Do you feel like your hair just won't grow? You can now transform your hair from thin to thick with Kaya's Hair Loss Solutions. Book your appointment today

# HOW WE SPEAK

We speak with honesty

We speak with expertise

We speak with care & empathy

We come straight to the point

We don't induce fear & insecurities

We believe in being confident, fearless, & positive

We are genuine & believe in providing you with the best care

We are like your trusted mentor, who is always around to guide you

We believe in living a healthier life & encourage others to become part of our journey

# TYPES OF POSTS

---

1. DEBUNK MYTHS
2. EDUCATIONAL/DID YOU KNOW
3. PRODUCT POSTS
4. BLOGGER POST/REVIEWS
5. TESTIMONIALS
6. TOPICAL POSTS
7. ACTIVITY POSTS
8. E-CONSULTATION

# MYTH BUSTERS

“

Can you judge a person's age and maturity based on their hair?

**Fact**

The quality of your hair can say a lot about your age.



Karan Jetwani

”

#HelloHair

kaya<sup>TM</sup>  
krew

Myth

Causes ingrown hair

Fact

Destroys the hair from the follicle



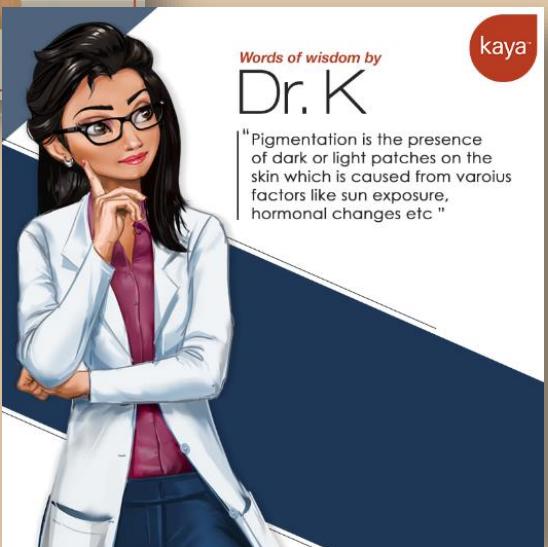
#WishWearFlaunt

# EDUCATIONAL POSTS

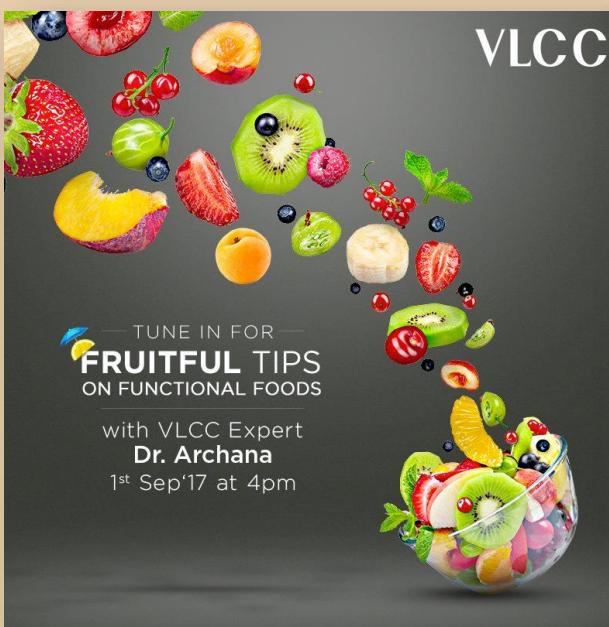


#WishWearFlaunt  
This is just a place holder for what needs to be replaced.

CONTENT:  
TO THE POINT  
CRISP  
RELEVANT



KAYA USES ITS  
BRAND ASSETS  
FOR MOST  
EDUCATIONAL  
POST



# PRODUCT POSTS

COMPETITION:  
LESS COPY  
MORE FOCUS ON ART & DESIGN



KAYA PRODUCT IMAGERY IS NOT CONSISTENT AT ALL TIMES ESPECIALLY WHEN COMPARED TO ITS COMPETITORS

# BLOGGER REVIEWS

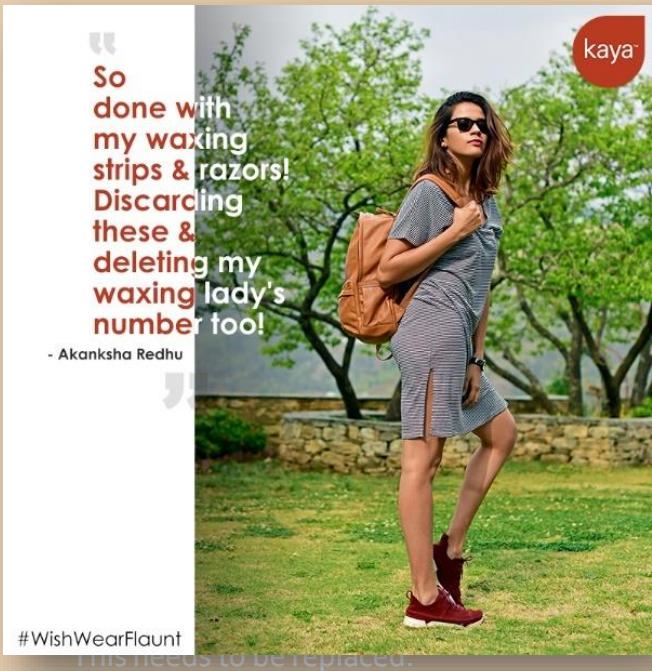


KAYA OFTEN REPOSTS BLOGGER REVIEWS



COMPETITION:  
USES HIGH RESOLUTION IMAGES  
IMAGERY IS CLEAN  
BLOGGER IS AT THE CENTER OF FOCUS  
LIVE BLOGGER REVIEWS ARE ALSO PROMOTED

# TESTIMONIALS



BLOGGER TESTIMONIALS & CUSTOMER TESTIMONIALS ARE IMPORATANT TO CREATE POSITIVE CONVERSATIONS ABOUT KAYA

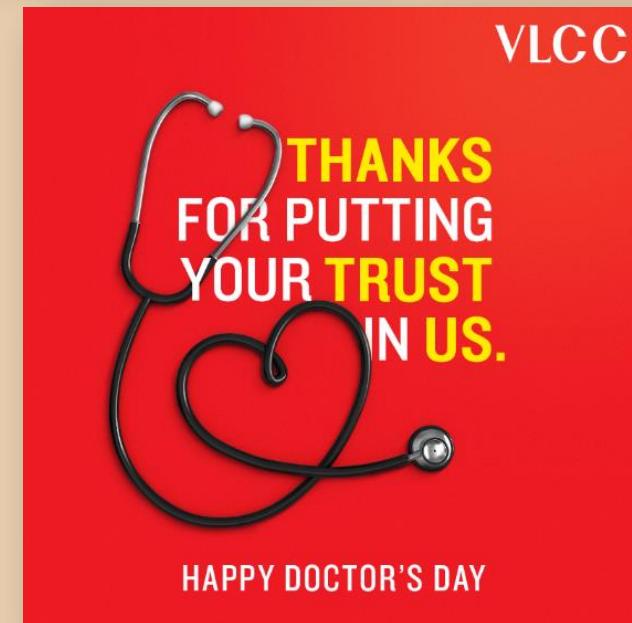
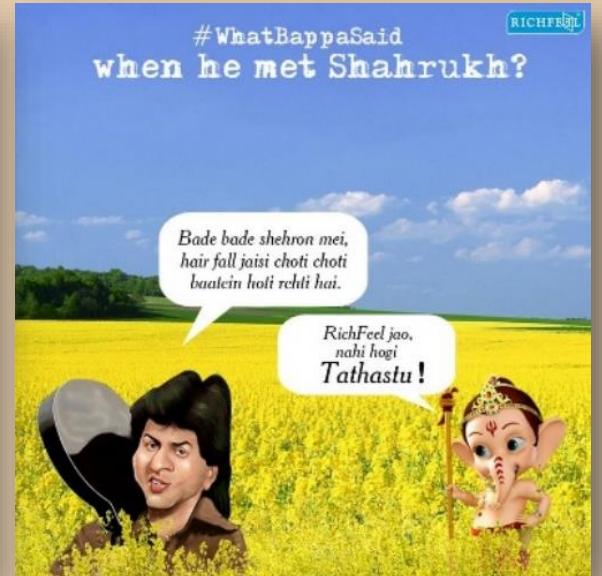
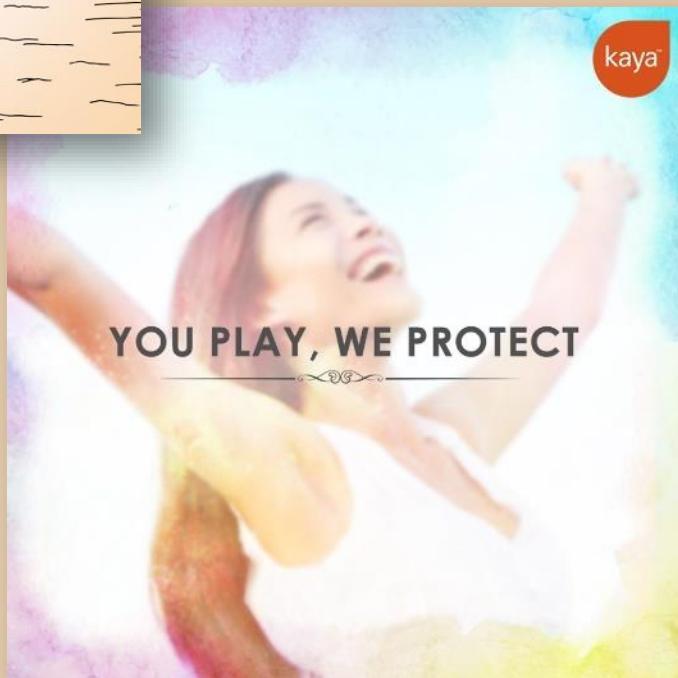
COMPETITION:  
USES BRAND AMBASSADORS/CELEBRITIES FOR TESTIMONIALS

# TOPICAL POSTS



This needs to be replaced.

HOW KAYA  
DOES  
TOPICAL  
POSTS



HOW  
COMPETITION  
DOES  
TOPICAL  
POSTS

# ACTIVITY POSTS

ACTIVITY POSTS PERFORMS WELL FOR KAYA IN TERMS OF ENGAGEMENT

**kaya™**

**REARRANGE**  
THE JUMBLED LETTERS:

E S L R A  
E M G D O O R S I A T T L  
R H I A R E F E  
O U T T S A N I C O L

#WishWearFlaunt

**kaya™**

**3** goals  
words  
winners

D	C	M	I	A	T	A	R
F	S	L	A	L	E	S	W
T	Y	U	L	H	F	U	O

# E-CONSULTATION

**Kaya Skin Clinic**  
Published by Harshita Shah [?]- February 20 at 12:08pm -

Get simple answers to complex hair problems online.  
Video consult with our experts online for free from your home using the code KAYACARES here. <https://goo.gl/NoQiml>  
We are #HairForYou.

#HAIRFORYOU



# KEY OBSERVATIONS

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- We should focus on interactive and informative posts across all platforms to increase conversation
- GIFs work exceedingly well as seen in the best performing post on Instagram and Facebook
- Contests on twitter have seen high engagement and have contributed to a high follower growth
- Asking questions to customers leads to good engagement
- Facebook as a platform gives the video the reach it deserves

# BRAND ASSOCIATIONS



# COSMOPOLITIAN SUNDOWNER PARTY



- A consumer education initiative by Kaya
- The fun and frolic at the party saw a lot of glamorous faces.
- Also, present was a Laser machine where guests could get a patch test done of the laser hair removal procedure.

[WATCH HERE](#)

# DILLI AAJ TAK



- Dilli Aaj Tak channel did a branded episode for Kaya wherein they showcased some of the best skincare services and products with the help of an expert Kaya dermatologist.
- The air time was approx. 10 mins

[WATCH HERE](#)

# LAUGH OUT LOUD WITH SUMUKHI



- Kaya collaborated with the comedian to promote Laser Hair Removal service under the campaign #WishWearFlaunt
- The comedy event hosted a Drop The Hassle Showcase asking ladies to drop their razors, shaving kits, wax strips, etcera into the basket and wish, wear, flaunt whatever they wish with Kaya's Laser hair removal service.

# SIGNATURE OCCASIONS & FESTIVALS

# FESTIVALS TO OWN

january

february

march

april

may

june

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july

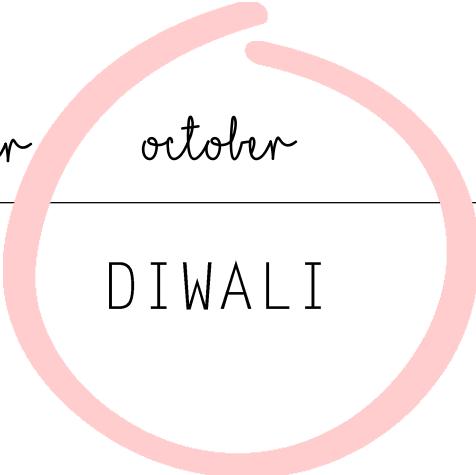
august

september

october

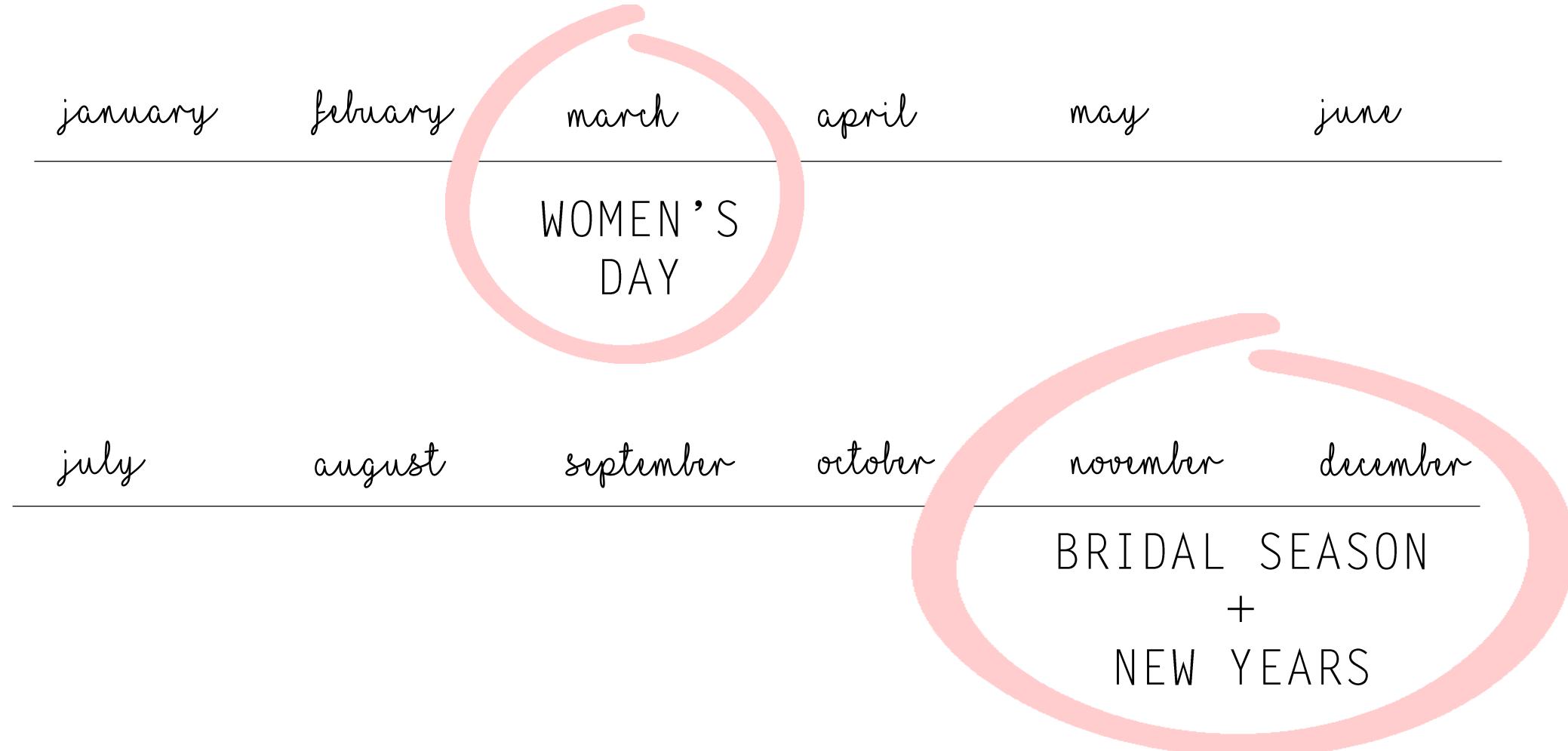
november

december



DIWALI

# OCCASIONS TO OWN



# CATEGORY ANALYSIS

1. COMPETITOR ANALYSIS
2. SKIN & HAIR CARE CATEGORY





RICHFEEL

Richfeel 

@Richfeel

Home

Photos

Shop

Videos

Posts

Events

About

Contest

Community

Like Follow Recommend ...

Call Now

Message

Status Photo/Video

Write something on this Page...

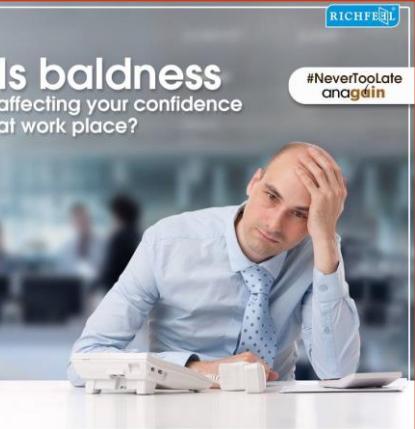
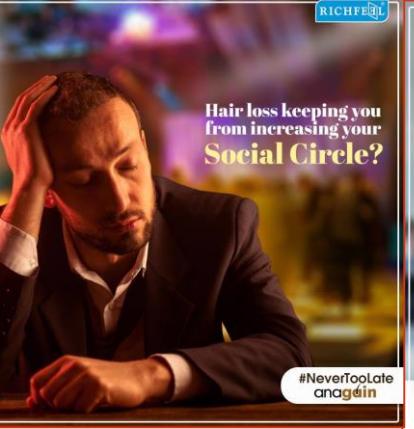
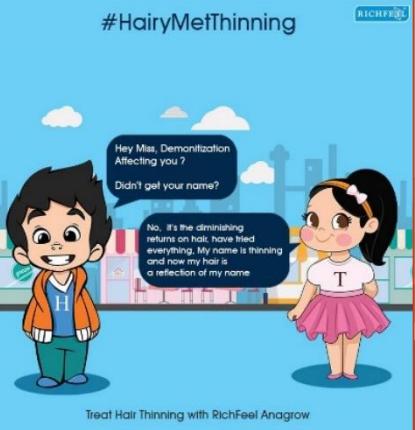
Professional Service in Mumbai, India

Community See All

Invite your friends to like this Page

483,249 people like this

480,710 people follow this



**RICHFEEL**  
Beautiful Naturally



**RICHFEEL**  
Beautiful Naturally

COMMUNICATION CODES	Shows skin and hair concerns. The brand hones use of animated characters and Bollywood themes to engage the millennial audience.
PAYOFFS	A medspa that offers pocket friendly services and products
TONALITY	Imagery and content focuses on problem areas which makes its audience self-conscious about the way they look
REASON TO BELIEVE	Use of advanced technology and up to date services for complete healthcare



VLCC

VLCC

@vlccindia

Home

About

Photos

Videos

Book Now

Notes

Posts

Skin Care

Events

Community

smartbond

Protect & Strengthen Hair

VLCC HAIR #trending

hair festival

Like Follow Share ...

Book Now Message

Status Photo/Video

Write something on this Page...

Health/Beauty in Gurgaon, Haryana  
3.8 ★★★★☆ - Open Now

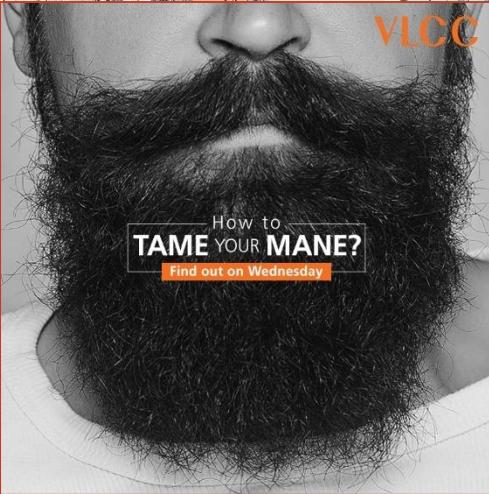
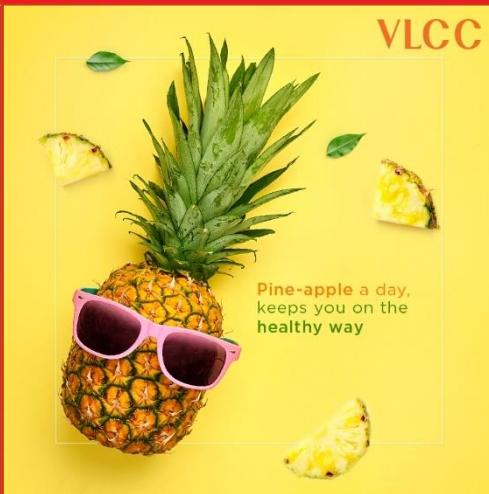
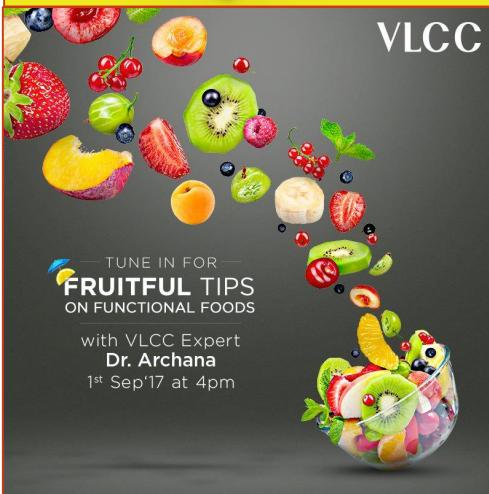
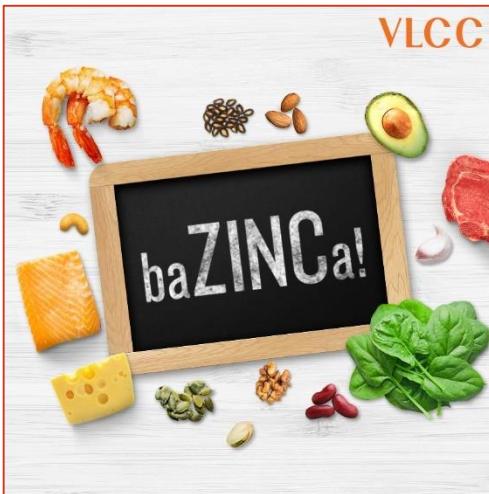
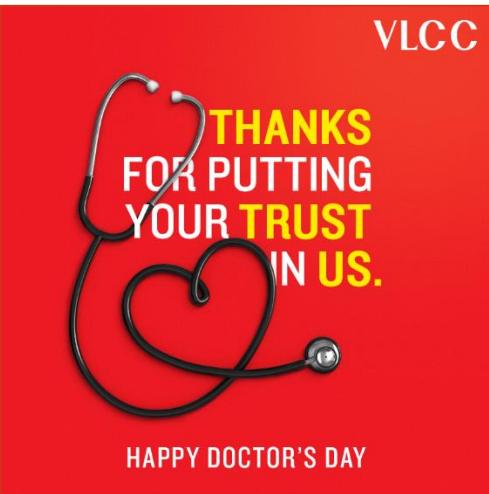
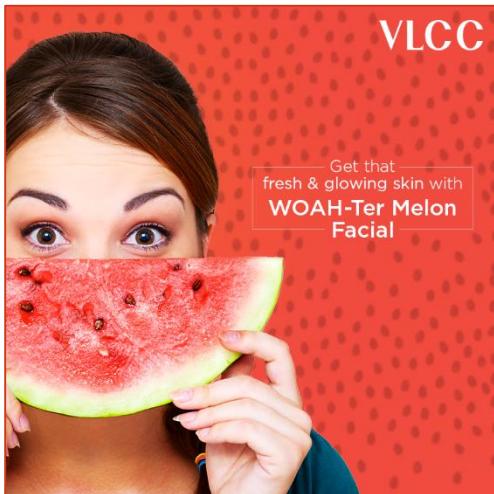
Community See All

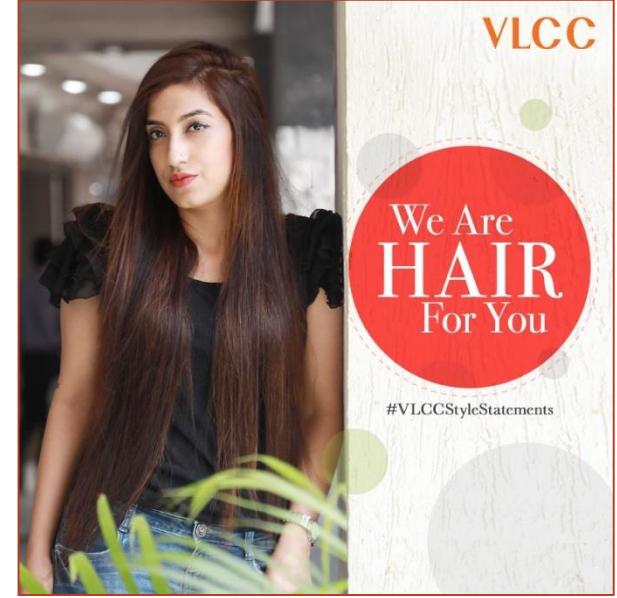
Invite your friends to like this Page

641,247 people like this

642,042 people follow this

Drop the umbrellas, run to the beach and shout out "H...





VLCC incorporates blogger reviews and testimonials similar to KAYA. However, instead of blogger reposts, VLCC uses visually appealing creatives wielding on the blogger's popularity. VLCC also conducts live blogger reviews on their page.



COMMUNICATION CODES	The brand uses natural ingredients giving a fresh and non-clinical look. The imagery used is happy, fun with a lot of pop-culture references.
PAYOFFS	A well-known medspa offering holistic healthcare.
TONALITY	Fresh, peppy, relatable, young and easy to remember content.
REASON TO BELIEVE	One stop place for everything healthcare.

OLAY

The image shows a screenshot of the Olay India Facebook page. The cover photo features a woman holding a bottle of Olay Ageless skincare product, with the text "FIGHT DARK SPOTS, DULLNESS & FINE LINES. Fight first signs of ageing." Below the cover photo are standard Facebook interaction buttons: Like, Follow, Share, and an ellipsis menu. To the right are "Shop Now" and "Message" buttons. The left sidebar contains a navigation menu with links: Home, About, Photos, BUY NOW, Videos, Olay For You, Olay Store Locator, Poll, and Notes. The main content area includes a status bar with "Status" and "Photo/Video" options, a text input field "Write something on this Page...", and a "Videos" section. On the right side, there are sections for "Health/Beauty", "Community" (with a "See All" link), and social metrics: "Invite your friends to like this Page" (7,530,384 likes), "7,530,384 people like this" (highlighted with a red box), and "7,526,163 people follow this".





COMMUNICATION CODES	The brand imagery is consistent and is incorporated in every asset produced by them. They use their brand ambassadors frequently to promote product features or in testimonials.
PAYOFFS	A skincare brand offering variety of products to fight the 7 signs of ageing based on your skin type and age.
TONALITY	Crisp. Relevant. To the point. Focus is more on design and art. Embraces ageing in years but not for your skin. Hence, <u>fight the signs of ageing.</u>
REASON TO BELIEVE	A premium yet affordable skincare product highly trusted in the market by its users

# Neutrogena®

**Neutrogena**  
Beauty begins with healthy skin.

**Neutrogena** @NeutrogenalIndia

- [Home](#)
- [About](#)
- [Photos](#)
- [Store Locator](#)
- [Neutrogena Reviews](#)
- [Events](#)
- [Videos](#)
- [Notes](#)
- [Posts](#)

#TheNorwegianThree  
For a Happy Winter

[Like](#) [Follow](#) [Share](#) ...

[Shop Now](#) [Message](#)

[Status](#) [Photo/Video](#)

Write something on this Page...

[Photos](#)

**Health/Beauty**

**Community** See All

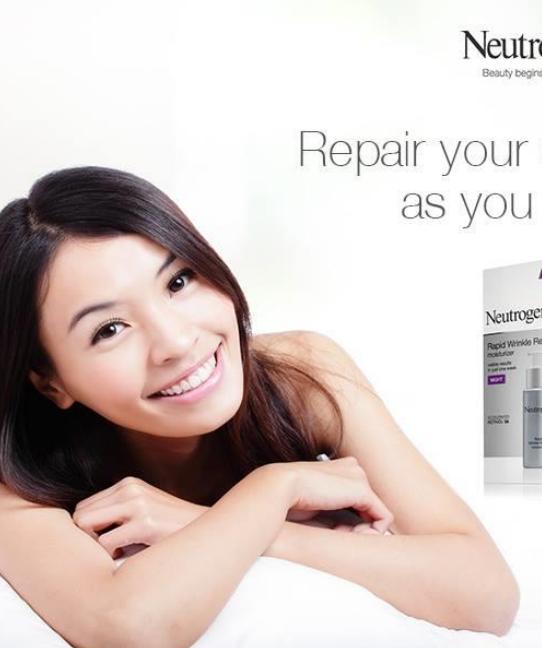
[Invite your friends to like this Page](#)

**4,841,451 people like this**

**4,832,069 people follow this**

**Neutrogena®**  
Beauty begins with healthy skin.

Notice those lines  
and wrinkles fade  
in just a week!



**Neutrogena®**  
Beauty begins with healthy skin.

Repair your skin  
as you rest



Dry Touch Formula  
That's Water-Resistant  
and Oil-Free

**Neutrogena®**  
Beauty begins with healthy skin.

Wake up to winter mornings without dryness!  
**#TheNorwegianThree**



**Neutrogena®**  
Beauty begins with healthy skin.

Your skin  
deserves to be  
summer-ready!



**Neutrogena®**  
Beauty begins with healthy skin.

# Neutrogena®

COMMUNICATION CODES	Imagery is consistent. Brand focuses on its products the most making it the star of most of its creative assets
PAYOFFS	A premium skincare brand that offers unique ingredients and has a global reputation.
TONALITY	The communication is simple and the brand only features its product benefits on digital.
REASON TO BELIEVE	The brand comes with a trusted global reputation and delivers its product promise

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# CLINIQUE

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The image shows a Facebook page for Clinique. The cover photo features several Clinique skincare products, including a pink jar, a yellow bottle, and a pink tube labeled "moisture surge hydrating supercharged concentrate". The left sidebar contains links for Home, About, Photos, Locations, Clinique Global, Videos, Notes, Events, Posts, and Community. The main content area includes a "Like" button, a "Follow" button, a "Share" button, and a "Learn More" button. A red box highlights the "10,516,620 people like this" statistic. The page is categorized under "Health/Beauty" and is marked as "Closed Now".

CLINIQUE

Clinique @CliniqueIN

Home About Photos Locations Clinique Global Videos Notes Events Posts Community

Like Follow Share ... Learn More Message

Status Photo/Video Write something on this Page...

Moisture Surge Hydrating Supercharged Concentrate

10,516,620 people like this

## SECTION 15



# CLINIQUE

COMMUNICATION CODES	The brand focuses a lot on its design and art. Its imagery alone can be an identifier of the brand and maps it under the premium skincare range. Less use of copy. It also shows their models untouched i.e. au natural = increasing relatability factor.
PAYOUTS	As a premium skincare brand - Clinique has successfully established an aspirational mindset towards its products.
TONALITY	Fresh. Upbeat. Youthful. Raw. Relevant.
REASON TO BELIEVE	The international brand offers unique products and is consistent in delivering what the consumer aspires.

# LESSONS FROM COMPETITORS

BRANDS	PROPOSITION	IMAGERY	TONALITY
KAYA	Personalized expert solutions for skin and hair care	Aspirational, informative, clean	Positive, Aspirational
RICHFEEL	A medspa offering healthcare services at affordable prices.	Highlights concerns. Uses animated characters and Bollywood themes	Concern related tonality
VLCC	Holistic Healthcare Solutions	Fresh, peppy, youthful.	Youthful, Trendy
NEUTROGENA	Norwegian Skincare Products	Product focused, functional copy	Simple, functional
OLAY	Skincare products specializing in Ageing	Consistent. Unique designs. Less use of copy. Uses brand ambassadors	Aspirational, to the point
CLINIQUE	Premium skincare products	Clean, consistent. Focus is on design. No copy	To the point, positive,

# SKIN & HAIR CARE CATEGORY ANALYSIS

# A FEW IRREFUTABLE INSIGHTS

India is an emerging market that is witnessing radical changes in the lifestyles and spending patterns of customers.

There is huge unrealized potential in the Indian Hair and Beauty Care Industry.

There is growing desire in the Indians to look good and feel confident about their appearance, especially for recognition by others.

# CONSUMER TRUTH

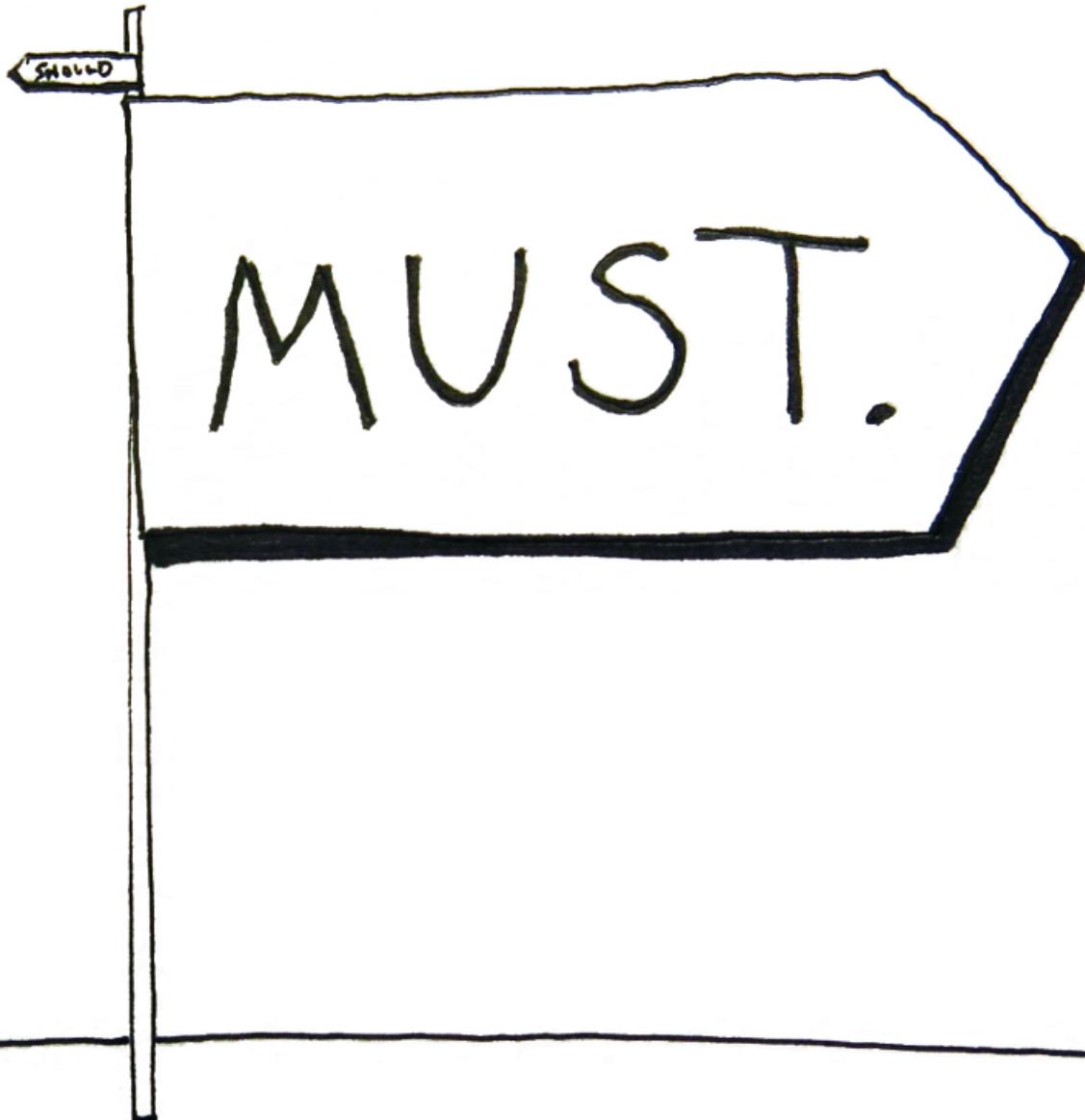
A significant number of people are still unaware of cosmetic dermatology.

Skin care is used loosely as a term and the consumer tends to flirt with products and goes by the word of self-proclaimed experts for advice.

Moreover, there's a taboo associated with using machines on skin.

They live by the principle of 'one size fits all' for skin and hair care solutions

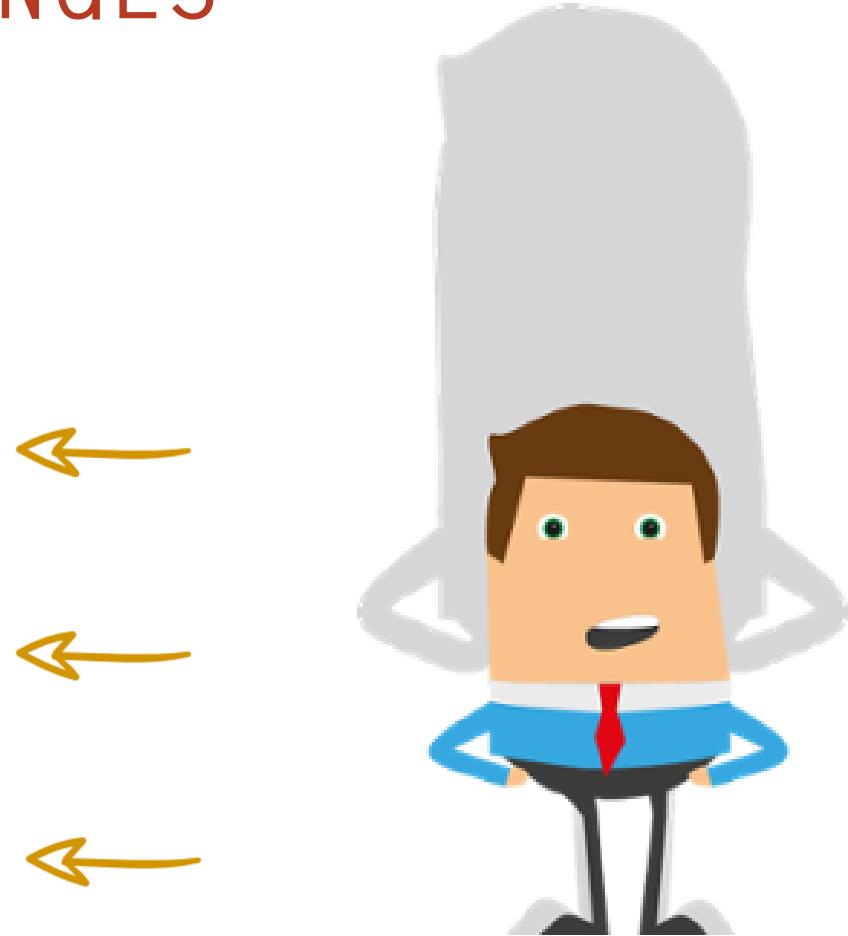
The strategy needs communication that provokes the consumer and makes them question their *habits and attitude* to skin & hair care



# BRAND CHALLENGES

The regular skin & hair care market is getting more dynamic:

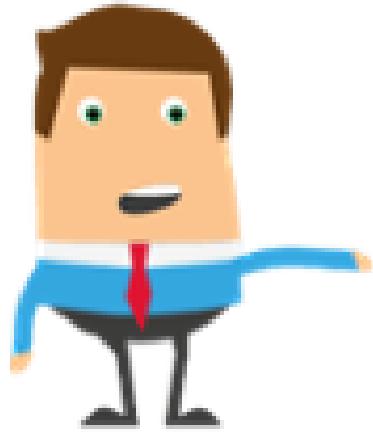
- Increasing noise by **Premium brands** like Olay, Ponds, Clinique
- Mushrooming of **medspas** VLCC, Richfeel, Evolve
- **Grooming brands** like Lakme, L'oreal setting up salons





Kaya the specialist,  
*problem-solution brand*  
needed to become part of  
one's **everyday life**  
while still commanding  
a premium price

# KAYA : THE OPPORTUNITY



Young earners are typically more aspirational, better connected, networked, more technology-savvy and self conscious.

Kaya will immensely benefit from the rise in young earners in urban India

# TEST

# CHOOSE THE CORRECT COPY

---

A

YOUR GUIDE TO  
FABULOUS  
LOOKING HAIR

B

IS DANDRUFF  
AFFECTING  
YOUR  
CONFIDENCE?

C

FRIENDZONE FOREVER:  
ACNE  
PIMPLES  
DARK SPOT

WHICH OF THESE IMAGES WOULD YOU  
USE FOR KAYA POST?

A



B



C



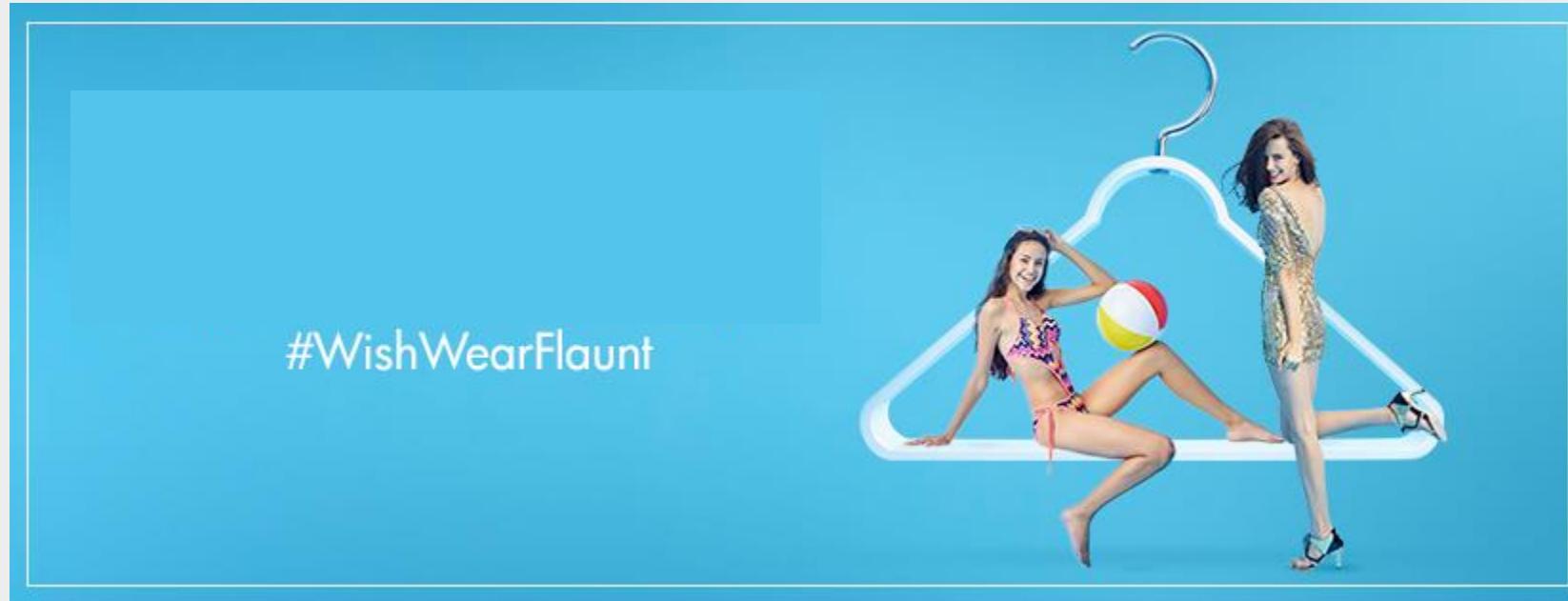
# ANSWER YES/NO

---

- DOES KAYA TALK TO MILLENIALS? (YES/NO)
- WOULD KAYA DO A NAVRATRI CAMAPIGN? (YES/NO)
- KAYA SKINCARE SERVICES HAS BEEN IN THE MARKET FOR MORE THAN A DECADE. (YES/NO)
- MOTHERS ARE THE MAIN PROTAGONIST OF KAYA. (YES/NO)
- CONSUMERS HAVE ‘ONE SUITS ALL’ MINDSET FOR SKIN & HAIR CARE. (YES/NO)
- KAYA HIGHLIGHTS SKIN & HAIR CONCERNs IN THEIR IMAGERY. (YES/NO)
- DR. RIGHT ONLY TALKS ABOUT HAIR CARE SOLUTIONS. (YES/NO)
- KAYA KREW WAS LAUNCHED AS PART OF THE #HELLOHAIR CAMPAIGN. (YES/NO)

# WRITE A CREATIVE COPY FOR THIS POST

---



THINK OF A TOPICAL POST FOR  
VALENTINE'S DAY

---

# MATCH THE FOLLOWING

---

ACNE

LASER HAIR REMOVAL

DR. K

#SKINTALK

DR RIGHT

BUST SKINCARE MYTHS

#WISHWEARFLAUNT

#HELLOHAIR

# BRIEF QUESTIONS

---

Q. GIVE THREE EXAMPLES FOR BUSTING HAIR CARE MYTHS USING DR. RIGHT

Q. GIVE THREE WORDS TO DESCRIBE KAYA

Q. GIVE THREE ‘NOT TO Dos’ FOR KAYA

Q. WHAT IS THE ONE THING YOU WOULD SUGGEST TO ADD/CHANGE FOR KAYA?

kaya

THANK YOU

kaya

kaya