

# **IAD432 Advertising Campaign**

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## **Aesop**

### **Phase 1**

#### **Concerning the brand Australian luxury skincare company**

Aesop was established in Armadale, Melbourne, in 1987. Dennis Paphitis, the company's founder, first made his living as a hairdresser by operating his own salon. Aesop initially provided haircare products, which were quickly followed by hand care, body care, and skincare items. The company uses plant-based and laboratory-made products with a track record of performance and safety with an emphasis on the highest quality.

Clean lines, natural materials, and sensory details are used in the brand's product packaging and retail design to create a distinctive and all-encompassing experience. The brand's excellent formulas are a strength, but the 'less is more' philosophy also makes it more appealing and makes it a strong selling point. As a luxury company, Aesop's first and most crucial marketing tactic is to never offer a sale or discount. This is how the company keeps up its reputation for exclusivity and great quality. Their constant dedication to excellence, not only in their product but also across the entire brand experience, has been added to that. Additionally, they pledge to qualify products. What's clever about this is that they're not using the same buzzwords that other brands do, like "organic" or "natural," because they're overused. Aesop frequently refers to "botanical extracts" in his writings. This is the luxury feeling.

Aesop is the successful luxury skincare brand that has zero traditional advertising. They promote their brand and products through their aesthetic minimalist packaging, store interior design and, natural ingredients. Aesop is a well-known skincare company that offers a wide selection of goods in the areas of skincare, haircare, and body care, personal and home fragrance. Cleansers, moisturizers, serums, masks, and sunblock formulas are all examples of skincare products. Shampoo, conditioners, and hair masks for all hair types are included in the category of

haircare products. Hand cream, body cleanser, and mouthwash are all examples of personal care products. Aromatic oils, body sprays, and perfumes are examples of fragrance product.

In order to provide individualized and efficient skincare solutions, Aesop offers itself as a premium skincare company that combines philosophy, high-quality products, elegant design, and scientific rigor. Aesop stresses a comprehensive approach to self-care and develops a sensory retail experience with a focus on natural and sustainable formulas.

Consumers who are drawn to the brand although its goods can be enjoyed by people of all ages, Aesop primarily markets to adults in the 25 to 44 age group. They are people who value their own health and well-being, are educated, care about the environment, and embrace culture and minimalist design. Aesop targets customers with higher disposable income because it markets itself as a high-end luxury skincare line.

Aesop is perceived as a premium brand that offers effective skincare solutions with a focus of natural ingredients. Consumers appreciate Aesop's unique formulations, attention to detail, and the overall sensorial experience of using their products.

## **SWOT analysis**

### **Strengths:**

- Natural ingredient compositions that are distinctive and effective.
- Aesthetic of minimal packaging and design. Store designs vary from nation to nation thanks to collaborations with various architects.

### **Weakness:**

- Direct competition from well-known skincare companies like Kihel's, Jurlique, L'Occitane, and Origin, who have already amassed a sizable market share in the natural skin care sector.
- A higher price range in comparison to some competitors.

## **Opportunities**

- Teaming up with artists or influencers to reach a larger audience.
- Introducing cutting-edge skincare products based on customer demands.

## **Threats:**

- Evolving customer trends and preferences.
- Potential reputational hazards connected to sustainable manufacturing methods or the sourcing of ingredients.

## **Phase 2**

### **Advertising Landscape**

The Aesop Sage & Zinc Facial Hydrating moisturizer with SPF15 product is advertised as a premium facial moisturizer that offers hydration and sun protection. The majority of skin types, including sensitive skin, can use it. The components are sage leaf, tocopheryl acetate, and zinc oxide. The participants Competitors Cetaphil, CeraVe, Clinique, and Neutrogena all sell similar facial lotions with sun protection.

Aesop employs a variety of advertising platforms, such as social media, their main website, and email marketing, to market their products. In order to reach their target demographic, rivals may also employ comparable channels including social media websites, brand websites, and email marketing.

## **Phase 3**

### **Brief Client Summary**

#### **Goals:**

- Increase brand awareness in Bangkok.
- Increase product awareness and sales for Aesop Sage & Zinc Facial Hydrating Lotion with SPF15'

**Objectives:**

- Generate word-of-mouth (WOM) and electronic word-of-mouth (EWOM) through social media platforms.
- Emphasize the importance of skin protection against the sun.

**Important notes:**

- The channels for advertising should not only be centered on digital advertising, but also include non-digital platforms.
- The advertising campaign should last one month during Bangkok's hottest season.
- The budget should be below 800,000 THB.

**Key message:**

- Promote Aesop Sage & Zinc Facial Hydrating Lotion with SPF15 as an essential skincare product that provide hydration and sun protection for the face.

**Product/Service description:**

- Aesop Sage & Zinc Facial Hydrating Lotion with SPF15 is a skincare item made to hydrate and protect the face from the sun.
- It has zinc oxide and sage leaf extract, which hydrate the skin and protect it from UV rays.

**Price:**

- Aesop Sage & Zinc Facial Hydrating Lotion with SPF15 costs 1700 THB for 50 ml.

**Features:**

- Medium weight cream with SPF 15 that is suitable for most skin types, especially sensitive skin. It also leaves skin feeling nourished.

**Usage:**

- Before going outside in the sun, apply half a teaspoon of the lotion evenly to the face and neck in the morning. Reapply as necessary all day long.

**Packaging:**

- Cream colored bottle with minimalist design.

**USP (Unique selling point):**

- Aesop Sage & Zinc Facial Hydrating Lotion with SPF15 is a mineral-based sun protection lotion that can be used year-round as a daily moisturizer or as a "sun cream," regardless of the season.

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