

Brand Strategy Development for a Global Haircare Manufacturer

The client is an international manufacturer and retailer of women’s haircare products. The client sells primarily wigs, extensions, and haircare accessories direct-to-consumer (DTC) with the majority of their business coming from consumers in the United States.

Given the rapid growth of haircare competitors across online and physical retail channels, the international client realized they needed to better understand U.S. consumer preferences to tailor their brand strategy toward the future.

The client sought an advisory consulting partner to help them better understand female consumers in the U.S. and to develop a high-level multicultural brand strategy that best aligns with those consumers’ passions and values to create an emotional connection and drive brand loyalty. Clarkston was engaged to conduct a market scan of Black women in the U.S., conduct a competitor analysis, and develop a brand strategy for the client to execute on.

Consumer Products Case Study

PROJECT OVERVIEW



INDUSTRY:



Health and Beauty - Haircare

PRODUCTS AND SERVICES:



Direct-to-Consumer Selling,
Manufacturing, and Marketing
of Wig, Haircare, and Beauty
products

PRIMARY OBJECTIVES:

- Conduct a market scan of women of color in the U.S. to identify target wig consumer segments and their purchasing habits
- Perform a high-level competitive assessment to better define the client's target consumer segment
- Develop a high-level multicultural brand strategy inclusive of brand equity and perception, brand positioning, competition, target consumer segments, product portfolio, and placement

RESOLUTION:

- Evaluated existing brand, product, and marketing performance across revenue, consumer acquisition, and advertising
- Performed secondary research through extensive data gathering and subject matter interviews to better understand forecasted market trends, key consumer drivers, and constraints
- Analyzed voice of the consumer data through consumer survey to understand needs and wants of target consumer audience
- Performed a high-level competitive analysis to see how the client is positioned in the market compared to competitors
- Identified three potential expansion opportunities through size of prize assessment in U.S. haircare market
- Developed roadmap of brand strategy recommendations aligned with near-term and long-term ambitions and the overall trajectory of the global haircare market

KEY BENEFITS:

- Evaluation of current brand strategy and performance based on product mix, pricing, channel distribution, and consumer engagement
- Market analysis outlining trends across branding, channel expansion, consumer engagement, pricing, and product preferences in the U.S. haircare industry
- Alignment toward three haircare market expansion opportunities that could aid in U.S. market share growth among target consumer segments
- Increased awareness around how to manage best-in-class marketing teams through hiring additional experts across digital marketing, content management, and consumer engagement
- Understanding of future consumer preferences through a data model outlining projected trends of demographic and sociographic attributes among U.S. target consumer segments
- Holistic roadmap for improvement of brand strategy that will enable greater engagement and increased sales with target consumers

Analysis of behaviors and preferences across 500+ consumers that projected future consumer trends within the U.S. haircare market

Identified three potential market expansion opportunities through size of the prize analysis

Evaluated opportunity to restructure product mix and pricing strategy focused on 20% of SKUs and consumer willingness to pay

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