



PANTENE

Pantene Design Brief
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Situation

Pantene is a well known brand (Most Admired Brand award) that many users continually trust because of its long history on the shampoo market beginning in Europe expanding across the world.

Pantene is known for its volumizing and strengthening qualities and variety of over a hundred products in its line. It is sold today in over 10 countries.

Pantene's biggest competitor is Garnier, which, though it is a much newer brand, has taken a large chunk of the customer base through competitive marketing campaigns and modern packaging.

Mission:

However, Pantene's first-ever, clinically tested, antioxidant-damage-blocking technology is its biggest asset and can be played on to promote a strengthening, volumizing, and *cleansing* image for the brand.

Pantene's cleansing formulas not only add volumizing shine but also leave your hair free of pore clogging oils, giving a true, deep clean.

Though Garnier is a fierce competitor which targets a similar market, a re-developing of Pantene as a hair care brand will help the brand succeed.

Brand Story

INSIGHT: Similar hair care brands, like Dove and Garnier, promise to rid your hair of excess oils and add volume but actually leave an overabundance of oils which weigh hair down. Pantene Pro-V's anti dandruff and copper-reducing formula not only strengthens hair but also provides a deeper clean. Pantene has a long and trusted history in the haircare market but cannot rely on its past to push the company into the future. The brand needs fresh faces and relatable advertising to draw in younger buyers. Pantene's simple and clean packaging design also helps to further this message and requires no redesigning.

KEY MESSAGE: Pantene Pro-V formula truly cleans your hair when you want to feel fresh and clean. It simultaneously answers Pantene's time tested promise of great volume, additional strength and shine after each use, and no excess oils.

REASON TO BELIEVE: Pantene's Hair Research Institute continually "develops solutions for maintaining and improving hair health"* and has definitely aided in creating its trusted Pro-V formula. Pantene also has a largely developed base of brand recognition with a long history of promotable taglines and celebrity endorsements that never fail to continually sell the product. Promoting the same clinically tested product at a new, updated angle will definitely help its growth of sales and general market share. Pantene's current "Strong is (x)" campaign is a good step towards that younger, fresher image.

Gender Breakdown

Largely female,
target audience

Age Breakdown

18-55

*http://pantene.com/en-us/flexible-main-section/flexible-topic_phri

Current User Profile

- Female 18-55 years old
- Professional/working women
- Active
- Seeking stronger, healthier, and shinier hair
- Buys 1-2 bottles at a time
- Shops at pharmacies or supermarkets for hair care
- Buys hair care for specific types of clean

Product Assortment*



Pro-V Shampoos and Conditioners

Different, specified uses which target the user's personal hair care needs.



Truley Curling Custard

Rich leave-in crème helps provide high definition and frizz control for up to 24 hours.



Airspray Flexible Hold Hairspray

Strong brushable hold formula free from alcohol.* Free from stickiness. Free from stiffness. Free from harsh smell.

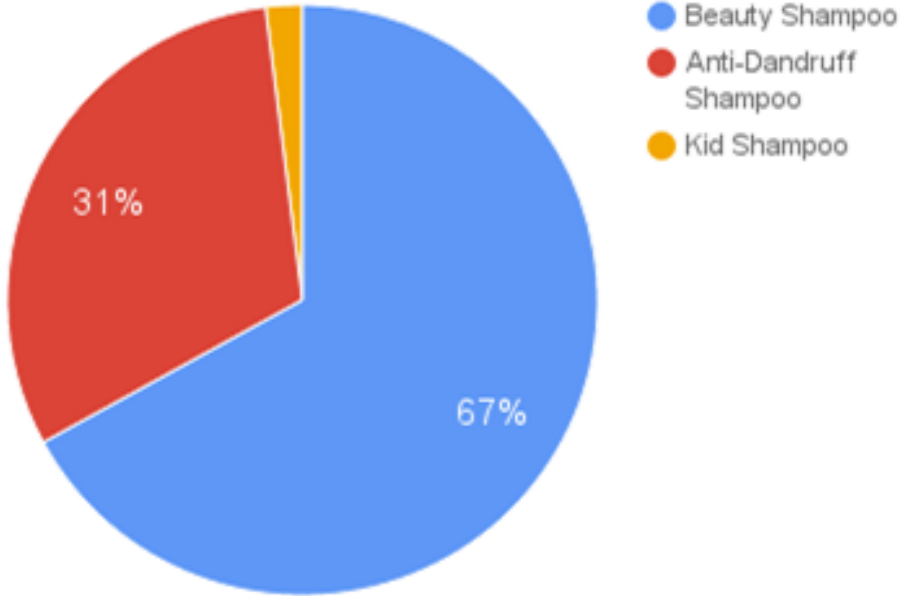


Repair and Protect Miracle Serum

System erases 6 months of damage in 1 use

*Pantene carries well over 100 products in their line which vary from styling gels to hair treatments. Our target for our marketing perspective would be the line of Pro-V shampoos and conditioners, the focus on clean and strong hair.

Product Market Share



Brand History

Inspired by the ingredient panthenol, Pantene was born of the Swiss drug company Hoffman-LaRoche and quickly made its way across Europe.

1960

American retailers import Pantene from Switzerland. Pantene launches exclusively in the Waldorf Astoria and Saks Fifth Avenue in New York City.

Pantene releases gold cap design

1975

1983

Pantene expands its product lineup, creates new tagline, "The Care and Feeling of Beautiful Hair."

"Don't Hate Me Because I'm Beautiful" Campaign

1986

1990

Launch in Australia, New Zealand, Central and Eastern Europe, the Middle East, North Africa, Latin America, Korea, and Japan. Stronger focus on hair health with new Pantene Pro-V tagline, "Hair so healthy it shines"

Pantene becomes a billion dollar brand

1995

2006

Over 100 products developed

Develops clinically tested, antioxidant-damage-blocking technology. Which helps reduce copper buildup on hair to help prevent oxidative damage

2014

2017

Ad History

Pour une chevelure plus abondante et plus saine



Si vous perdez vos cheveux, s'ils sont clairsemés, ternes et cassants, ou bien gras et luisants : s'ils se garnissent de pellicules, soignez-les dès aujourd'hui avec du Pantène.

Le Pantène[®], base du Pantène, est la substance de reconstitution du cuir chevelu. Il assure la formation des cheveux, favorise leur pousse, supprime les pellicules.

PANTÈNE
Lotion Capillaire au Panthénol

pour la toilette quotidienne des cheveux



COIFFEURS, PARFUMERS, PHARMACIENS. 13

50s-60s

"Varfor Pantene?
Darfor att jag onskar att allt jag häcä att bry mig om var mitt hår!"



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PANTÈNE
Hairsprays, conditioners, styling lotions, Shampoos. Available only at better stores.

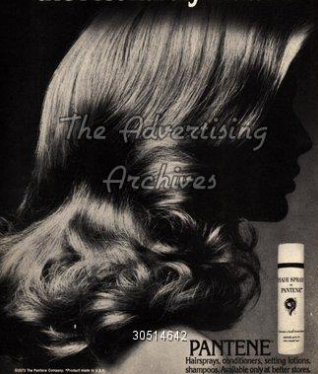


PANTÈNE
Teach your hair a new language.

70s

If your hair isn't beautiful the rest hardly matters.

The Advertising Archives



30514642

PANTÈNE
Hairsprays, conditioners, styling lotions, Shampoos. Available only at better stores.

80s

"Finally, styling products that take my hair as seriously as I do."

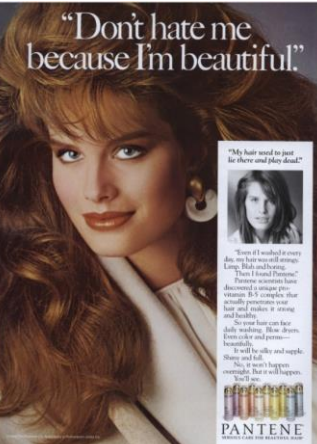


30514642

PANTÈNE
Conditioners, Hairsprays, Styling Lotions, Shampoos. Available only at better stores.

Found in Mom's Basement

"Don't hate me because I'm beautiful."




"My hair used to just fall there and jolly down!"

"There it is! Looked at every day, my hair would stretch long, that's why!"

"Then I found Pantene[®]! Pantene[®] contains hair vitamins B-5 complex that actually penetrates your hair and makes it strong and healthy."

"So your hair can take daily washing, blow drying, heat styling, and perm—without getting brittle and split. Shiny and full."

"So, it won't happen overnight. But it will happen. You'll see."



PANTÈNE
Conditioners, Hairsprays, Styling Lotions, Shampoos. Available only at better stores.

90s

To Have and to Hold

Get healthy, shiny hold with Pantene[®] Pro-V Hairspray. The pro-vitamins  formula penetrates to make your hair strong and your shine last. Now, spray your way to all-day hold and all-day shine. With Pantene Pro-V Hairspray.

PANTENE PRO-V
For Hair So Healthy It Shines.




From the Pantene Pro-V Collection of Hairs, Wash, and Gel.

Found in Mom's Basement


2000s

PANTENE PRO-V



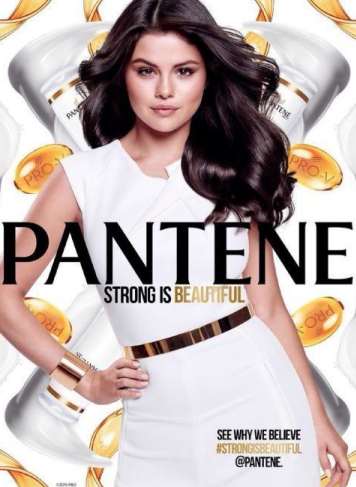
DARE
TO REDUCE BREAKAGE UP TO 97%*

PANTENE ANTI-BREAKAGE
The keratin laboratory system reduces breakage in your brush. Dare to use for yourself!



EVA MENDES

PANTENE
STRONG IS BEAUTIFUL



SEE WHY WE BELIEVE
STRONG IS BEAUTIFUL.
@PANTENE

Current Ads “Strong is (x)”



Good base for update with “cleanliness” campaign, similar interest in using a female singer, focus on feminism, female strength, white and gold



Pantene Strategic Plan Overview

Other hair care products promise to clean *and* volumize, but only Pantene truly cleans excess oils from your hair while simultaneously adding volume, shine, and strength

Create ads promoting Pantene Pro-V cleanliness campaign

Take existing Pro-V line and promote as “deep cleaning”, design of bottles already match user’s specific needs and help focus the “clean and fresh” look the brand must deepen

Try to involve a younger celebrity influence (like Selena Gomez in the past) to grab younger target audience (18-35)

ex) Katy Perry or Taylor Swift -> hard to maintain fabulous hair while singing and sweating on tour, Pantene provides the full, deep clean they need while also adding lift and strength for moments in the spotlight

Recommended Target

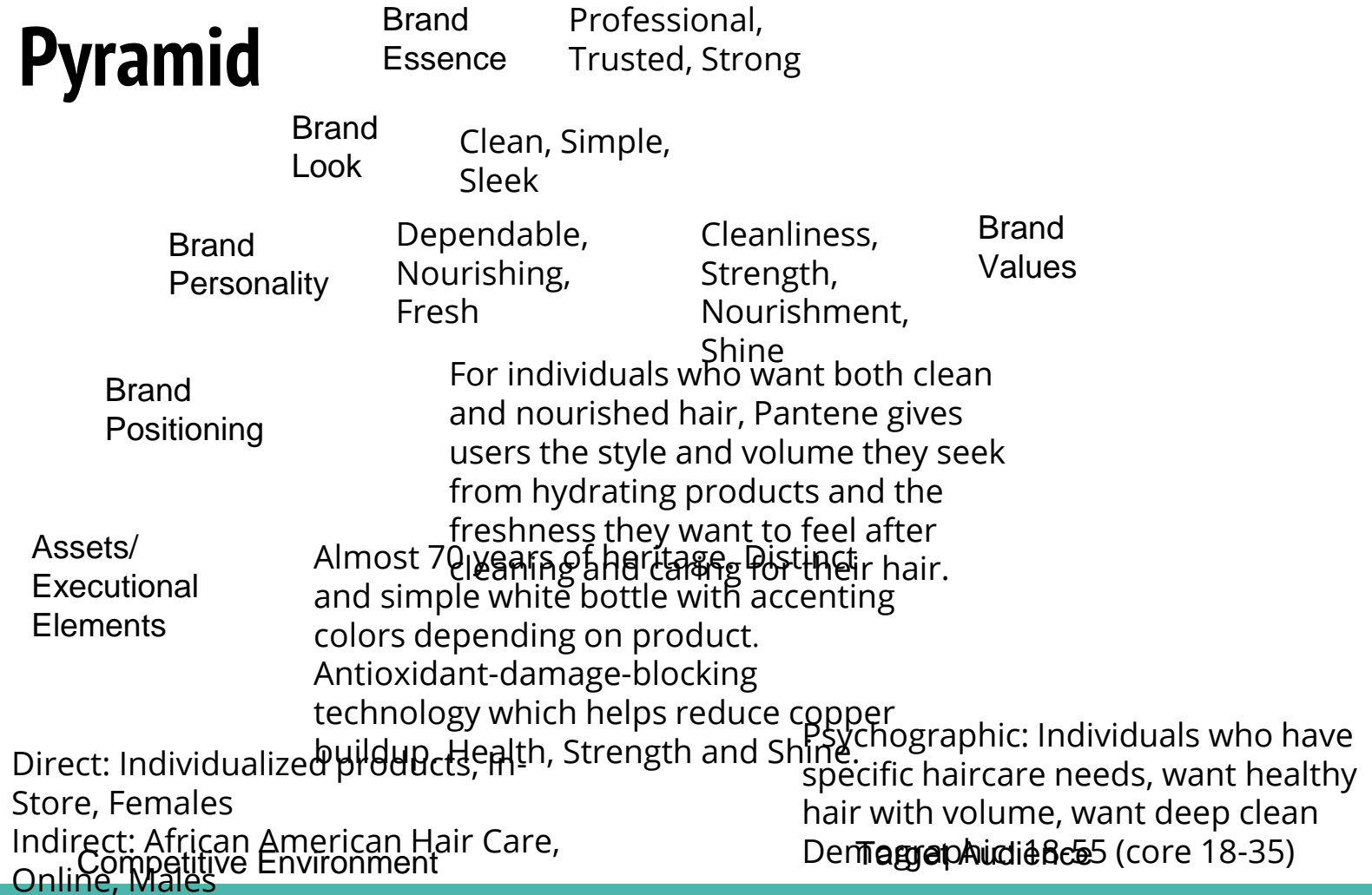
Primary

- Females 18-35
- Active lifestyle
- Professional and independent
- Want volume, strength, shine *and* full body clean
- Choose their hair care specifically for them
- Influenced by the large amount of hair products already by competitive brands (Garnier, Dove, Silk)

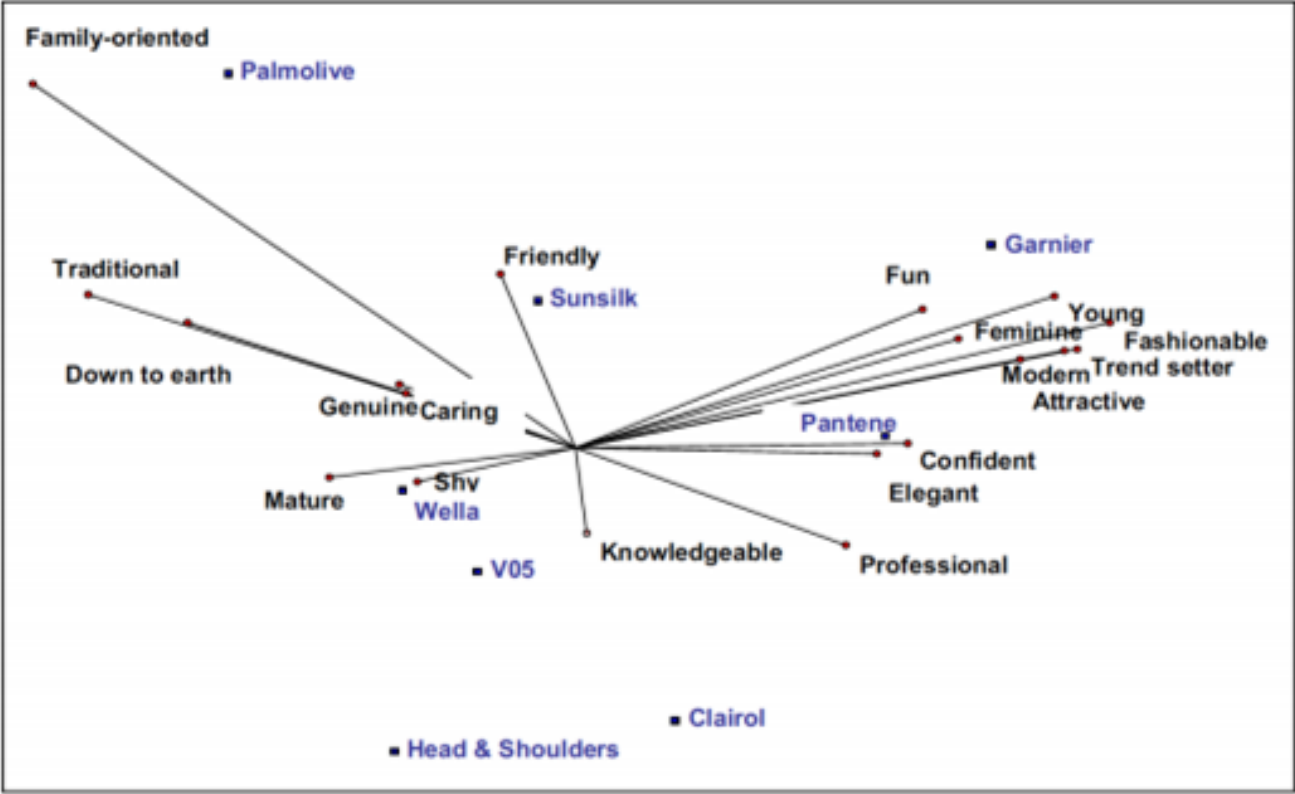
Second

- ary● Females 35-55
- Males 18-55
 - Believe Pantene is a “female” brand
 - Benefit from shampoos which focus on cleanliness rather than style and volume

Brand Pyramid



Brand Personality in Relation to Competitors



Source: Winning Brands

Artist Brief/Concept

-Photography based Ads featuring one of three possible concepts:

A celebrity singer (Selena Gomez, Taylor Swift, Katy Perry) who sweats all the time on tour, needs a shampoo/conditioner that gives a squeaky clean and fresh feeling while also adding, strength, shine and volume for that perfect spotlight image.

Use of the word "secret" in tagline to play on how celebrities always look perfect on stage (Pantene is how they achieve what users are looking for)

A focus on the bottles themselves (no people featured), feature images which promote clean feelings (rain drops/water splashes, towels, white and blue colors, shine, gold and silver shines)

A featured athlete or athletic image to promote Pantene's cleaning and

Ad Mockups- Celebrity

Can be formatted as a print ad, billboard (if simplified), and definite commercial featuring celebrity endorsement and clips from their tours. Great for personal testimonies and celebrity quotes.



"WHEN IM ON
TOUR, ITS
HARD TO KEEP
MY HAIR FULL
AND CLEAN."

PANTENE PRO-V IS THE ONLY
PRODUCT THAT GIVES ME FRESH
RESULTS AFTER JUST ONE USE."

TAYLOR'S SECRET FOR
STRONG, CLEAN HAIR

PANTENE
PRO-V

PANTENE PRO-V SHAMPOO AND
CONDITIONING LINE ARE THE ONLY HAIR
CARE PRODUCTS THAT PROVIDE
STRONG, VOLUMINOUS HAIR WITH
A TRULY DEEP CLEAN



Ad Mockups- Celebrity

Example of how
celebrity ad can be
simplified for larger
billboard use or
quicker print
campaign.



PANTENE
PRO-V

PANTENE
PRO-V
CLASSIC CLEAN
DAILY SHAMPOO
FRESH, CLEAN,
HEALTHY HAIR

KATY'S SECRET FOR
CLEAN HAIR THAT SHINES

The advertisement features a close-up portrait of Katy Perry with her signature dark, wavy hair. She is wearing a black mesh top and large, dark, ornate earrings. The background is a soft, out-of-focus white. In the bottom right corner, a white bottle of Pantene Pro-V Classic Clean Daily Shampoo is shown, partially obscured by a dynamic splash of blue water. The splash is energetic, with many droplets and a main stream of water moving across the lower half of the image. The Pantene logo, consisting of a stylized golden flame above the brand name, is positioned in the upper left. The text 'KATY'S SECRET FOR CLEAN HAIR THAT SHINES' is written in a bold, white, sans-serif font across the bottom, with the words 'CLEAN HAIR' and 'SHINES' being larger and more prominent.

Ad Mockups- Bottle

More simple concept also suited for print or billboard proportions. Easy and clean.

PANTENE



Ad Mockups- Athletic

With celebrity athlete endorsement, also works very well as a commercial featuring in-game clips. Otherwise works well as print ad, needs little explanation.



CLEANER,
SHINIER,
STRONGER

PANTENE

PANTENE PRO-V SHAMPOO AND
CONDITIONING LINE ARE THE ONLY HAIR
CARE PRODUCTS THAT PROVIDE
STRONG, VOLUMINOUS HAIR WITH
A TRULY DEEP CLEAN

The advertisement features a woman in athletic wear running through water, splashing. The background is a bright blue sky. The Pantene logo is written vertically on the right side. At the bottom, five bottles of Pantene Pro-V hair care products are shown, each with a different label: Damage Defier, Smooth & Shine, Intense Hydration, Color Protect, and Pure Moisture. The text 'CLEANER, SHINIER, STRONGER' is positioned in the upper left, and the product description is at the bottom.