

J O S H
W O O D
GUARDIAN OF COLOUR



Submission title:

Josh Wood Guardian of Colour

Industry sector: Personal Goods

Client company: Marks & Spencer

Design consultancy: DewGibbons + Partners

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FOR PUBLICATION

Executive summary

Marks & Spencer Your Beauty Halls offer carefully curated beauty products, bringing niche and cult brands to customers. The retailer collaborated with acclaimed stylist and colourist Josh Wood to create an exclusive range of haircare products, aimed at women with colour-treated hair.

DewGibbons + Partners devised the 2D packaging design, tagline, and product range naming. With little in the way of additional marketing support, this was vital in helping M&S achieve its year one objectives. And met them they did!

- Original sales value target smashed by +285%
- Sales targets revised by +222% – and revised target bested by 20%
- Accounts for 40% of total M&S haircare sales – exceeds objective by 10%
- Distribution surpasses target by +76%
- Return on design investment in just 2 weeks

And this is all under the context that the rate of UK haircare market growth has declined steadily since 2012.



Word count: 143 out of 300

Project Overview

1. Outline of project brief

Marks & Spencer (M&S) Your Beauty Halls offer carefully curated beauty products, bringing niche and cult brands to customers. The retailer collaborated with acclaimed stylist and colourist Josh Wood to create an exclusive range of haircare products, aimed at women with colour-treated hair.

DewGibbons + Partners (DG+P) was tasked to come up with the 2D packaging design, tagline, and product range naming. With little in the way of additional marketing support, this was vital in helping M&S achieve its year one objectives in terms of:

- Sales value targets
- Account for a significant proportion of total haircare sales at M&S
- Distribution targets



2. Description

When Marks & Spencer opened the first of its Your Beauty Halls in its Kensington High Street store in May 2012, it came not simply with an updated version of M&S brands. It featured a completely new and firmly global proposition, sourced from around the world after months of research and trial. This new beauty offering brought together a wide selection of internal and external brands, many of which had never been seen before in the UK.

With an international reputation for quality and service, and more than 130 years on the British high street, M&S is perfectly placed to bring together a unique, global edit from the best of science and nature to be found in beauty. Offering customers a way to shop easily and with more choice, by 2014 M&S had confirmed its status as a serious beauty competitor, with approximately 140 stores featuring Your Beauty Halls. Originally launched with 25 external brands, today 50 brands can be found in-store.

UK-based Josh Wood is one of the beauty industry's foremost trendsetters – his hair styling and colouring work has shaped the international beauty landscape for more than two decades. His creative techniques in hair colour have led to an enviable client base with 'A-list' celebrities such as Elle Macpherson, Kylie Minogue and January Jones. He's credited with inventing the 'hyper natural' look, making grey ok, and 'surf kissed' with lighter ends and darker roots.

A collaboration between M&S and Josh Wood was a natural fit. The Josh Wood Guardian of Colour range launched in February 2014 with 13 accessible yet premium product haircare products (RRP: £9.50-£12.50). Aimed at women with colour-treated hair, it included shampoo, conditioner, plus innovative non-permanent colour blending wands which allow you to touch up your roots between colourings. Josh Wood describes the blending wands as "one of those 'light-bulb' moments". In Autumn 2014, M&S launched extra colours of the blending wands, hair treatments/masks, travel size shampoo/conditioner, and gift sets – taking the range up to 24 products.



3. Overview of market

According to Mintel, UK sales in women's haircare products grew by +2% in 2014 to £1.44BN. The research shows that consumers are trading up, with sales of prestige haircare products rising by 6% from £380M in 2013 to £403M in 2014. This has followed an increase in prestige product innovation with the proportion of new product launches with a prestige price point increasing to 29% in 2014 from 18% in 2013.

Sensing these potential growth areas is exactly why M&S sought to launch Josh Wood in early 2014 – particularly the blending wands.

Despite the +2% sector growth in 2014, it's important to note that the market is slowing – the rate of market growth has declined steadily since 2012 (year on year UK haircare sales grew by +2.7% in 2013 and by +5% in 2012).



4. Project launch date

February 2014

5. Size of design budget

Design fees: n/a

Word count: 591 out of 850 max

Outline of design solution

DG+P spent a lot of time with Josh Wood at his Atelier to get a real understanding of his vision for this accessible yet premium product range. Josh has a calm, honest reassurance as he works, which we wanted to capture on pack. We used a fresh, spring-like colour palette, a contemporary font and a restrained, clean design. A numbering system allows for easy navigation between the product ranges in terms of their benefits.

The "Guardian of Colour" strap line reflects both Josh's expertise and the power of the product to protect coloured hair.

Again reflecting the man behind the brand, the product range naming is an unpretentious description of the product benefits and enables easy self-selection: Full Bodied, Silky Smooth, Hydration Hold, and Radiant Shine.

The result is a glamorous yet simply-designed product range that's easy to navigate and self-select in-store, and that has a premium appeal on-shelf and at home.



Word count: 152 out of 500 max

Summary of results

One year post-launch, the range has resoundingly surpassed all objectives. With little in the way of additional marketing support, the design is doing its job in attracting shoppers. And this is all under the context that the rate of UK haircare market growth has declined steadily since 2012.

Original sales value target smashed by 285%

Sales value beats the original target by a massive 285%.

Sales targets revised by +222% – and revised target bested by 20%

As a result of incredible sales in the first week, M&S increased its original first year sales targets by +222%. And Josh Wood went on to exceed the revised target by +20%.

40% of total M&S haircare sales – exceeds objective by 10%

Josh Wood Guardian of Colour accounts for 40% of total M&S haircare sales – that's 10% more than the objective and a significant proportion by any standard, considering four other haircare brands are sold there.

Second best haircare brand at M&S

With its +20% performance against revised sales targets, Josh Wood has become M&S' second best performing haircare brand.

Distribution exceeds target by +76%

With ambitions to house the range in 121 M&S Your Beauty Hall concept stores only (28% of all M&S stores), it's been so successful that it's now available in 213 shops (121 Your Beauty Hall concept stores and 92 Beauty Lite stores which offer a condensed beauty brand offer). That's 50% of all M&S stores nationwide compared to the 28% objective.

Other influencing factors

There's been little in the way of additional marketing support, and much of that support focused on the range launch. Given the range's sustained growth over the year, the design has clearly made an impact on shoppers.

Display Features within Beauty

The range was featured in three beauty displays in Your Beauty Halls for the initial launch of the range, launch of hair masks, and a haircare event.

Events

- 5x Friends & Family events between Feb 2014-Feb 2015
- 6x Cyber Days between Feb 2014-Feb 2015: Discounts on all products in M&S stores on these days. However, no flash sales occurred and just six Cyber Days can't account for Josh Wood's ongoing success throughout the year.
- 1x Discovery Event Aug 2014: Josh Wood was featured prominently in-store. This may have raised awareness but again, one event can't account for the brand's on-going success across one full year.



Your Beauty Hall service

Service is integral to M&S' Your Beauty Hall proposition. All consultants are M&S employees who are expertly trained to the beauty industry's exacting standards. Combined with a no-commission policy, this ensures customers are given the right solutions across all ranges in a modern way, rather than focusing on a single-branded solution. However, not all consumers engage with consultants in the Your Beauty Halls. And consumers who buy the products online and in M&S shops that don't have Your Beauty Halls aren't affected by consultants – and so the packaging design must have surely impacted their purchasing decisions positively.

PR

The range, and in particular the blending wands, received 23 positive product reviews in fashion and beauty media such as Cosmopolitan, Glamour, Grazia, Harpers Bazaar, InStyle, Red, and Vogue. Given Josh Wood's reputation, it was a given that there would be media attention to these products. Timing of coverage tended to coincide with the initial February 2014 launch (9 reviews from Mar-May 2014), and the Autumn 2014 launch of additional products (9 reviews from Sep-Nov 2014). Whilst the reviews are likely to have had a hand in raising brand awareness, all coverage featured photos of the packaging, allowing customers to easily identify the products once shopping in-store or online.



Research resources

M&S internal data, 2014-2015

Raconteur: The Beauty Economy, September 2014

Mintel: UK Women's Haircare market research, April 2015

Mintel: UK Haircare market research, April 2014

Mintel: UK Shampoo, Conditioners and Styling Products market research, April 2013