

TIGI XMAS 2014 **CASA REX**

INDUSTRY SECTOR
PERSONAL CARE

CLIENT
UNILEVER

DESIGN CONSULTANCY
CASA REX

SUBMISSION DATE:
JUNE, 2015

FOR PUBLICATION



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EXECUTIVE SUMMARY

(WORDCOUNT: 300/300)

TIGI sprung into the premium hair market in 2003 when Anthony Mascolo, part of an Italian family with a long and rich history of hairdressing, parted ways with his co-founders of Toni&Guy to form his own range of salon quality products. Sold only to and through salons, and conceived to represent the 'liquid tools' that Anthony used to produce his creations, the TIGI product range quickly cemented its place in the premium hair care marketplace by remaining faithful to its core goals to constantly innovate and push for creativity. In 2009, Unilever purchased the brand with Anthony Mascolo at the helm as International Artistic Director.

TIGI, throughout the years, has been known industry wide for remaining innovative in a dynamic environment. However, as such a brand, it was felt that they weren't sufficiently exploiting all that the Christmas season communications scenario had to offer, failing in the past to successfully reinforce its credentials.

This presented the interesting challenge to create something unique in this hugely competitive festive packaging market – where Christmas campaigns have evolved into becoming more than just mere functional or practical offerings, with the packaging itself sometimes being transformed into an inherent part of the gift.

In view of this, in order to reflect the Christmas theme through a unique perspective in line with TIGI's sophistication and edgy spirit, the identity developed fully reinvented the brand's approach towards the holiday season, presenting a new edge in tune with youth culture and current trends.



Launched around the globe in September 2014, the visual identity, packaging and POS /visibility brought TIGI an increase in sales of 8 times more than what the brand had experienced in previous years, with a -12% reduction in production costs, **surpassing performance expectations and making this Christmas campaign the most successful for TIGI in several years.**

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PROJECT OVERVIEW

(WORDCOUNT: 709/850)

OUTLINE OF PROJECT BRIEF

TIGI, the professional hair care brand 'by hairdressers, for hairdressers' needed the development of a visual identity, packaging and POS/visibility for its 2014 Christmas campaign.

The main objective was to develop an identity that translated the Christmas season in accordance with the brand's sophistication and edgy spirit, and one that would also cut through the highly competitive Christmas seasonal communications, to engage with its audience from high-end salons across the globe.

MAIN GOALS

- ✂ Drive sales to end-use clients through Christmas, by means of a desirable and enticing range
- ✂ Drive core strategic SKUs and innovation through gifting
- ✂ Drive penetration of Christmas into all TIGI salons in order to grow revenue vs 2013
- ✂ Engage creative hairdressers to incorporate the identity into their salons improving client loyalty

ADDITIONAL OBJECTIVES

- ✂ One single powerful global offering for consistency across all markets
- ✂ Cost saving through economies of scale: to improve margins without compromising quality

DESCRIPTION

Founded by hairdressing legend Anthony Mascolo in 1986, TIGI revolutionised the salon haircare industry by creating products that inspired a new era of creative anarchy through their innovativeness and functionality. Multi-award winning Anthony and TIGI continue to innovate the industry with the mantra: By hairdressers. For Hairdressers. Anthony's father, a lifelong hairdresser himself, meticulously taught the younger generation the trade that had been in the family for over 100 years, and Anthony rose to global acclaim, winning Hairdresser of the Year three times. A shining example of hard work and family tradition, TIGI now distributes to salons worldwide, and provides world-class training from their base in London.

The TIGI brand name was born from the salon's initials — T and G. Anthony had identified a gap in the market for access to the professional 'liquid tools' that he used for styling and finishing in their salons. **What resulted was a brand of creative and functional products 'designed by hairdressers for hairdressers'.**

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PROJECT OVERVIEW CONT.

TIGI, always with its finger on the pulse of youth culture, continuously translated new fashions and cultural values into its work, ensuring a strong and sustained growth in popularity. Products soon became available in other salons outside of the Toni&Guy chain, exposing the brand to a wider market, and in turn, driving demand.

In 2003 TIGI became independent from its parent company, as Anthony took on the role of Creative Director. One of the most creative and prominent hairdressers in his field, Anthony also built his reputation in the world of fashion photography, establishing iconic campaigns for TIGI.

In 2009 TIGI was incorporated as a Unilever global brand, and Anthony Mascolo remained as International Artistic Director. Acting as President for The Alternative Hair Charitable Foundation, a renowned charity which holds the world's most prestigious hairdressing event 'The Alternative Hair Show', Anthony, as TIGI, remains synonymous with pushing the boundaries of the art.



OVERVIEW OF MARKET

GLOBAL IMPLEMENTATION

The campaign was to be extended globally, with the UK, Germany, France and Belgium as the main markets, as well as distribution throughout the rest of Europe, Australia and New Zealand. TIGI was looking at stiff competition from both local and global brands.

PORTFOLIO COMPLEXITY

It is important to highlight the fact that the Christmas campaign materials had to harmonise with all of TIGI's product ranges — each carrying a strong personality, functionality and purpose within the portfolio —, specifically regarding its three main ranges: Bed Head, Catwalk and B for Men, from which over 20 different products would be combined in varied promotional gift packs.

STIFF COMPETITION IN THE MARKET

It is the brand's understanding that the beauty arena may be perceived as a saturated market, with stiff competition for new and established brands alike. TIGI is a longstanding brand that already has great reach and market penetration, and although still expanding, its core clientele is already in place, leaving room only for minimal improvement. Taking those two factors into account, it should be noted, that to increase revenue, however slightly, would already be a very significant accomplishment.

—“Overall, the market has reached a plateau, so, indeed any possible growth would be a great sign”
(Kate Buttery, Global Brand Director
TIGI International)

SEPT. 2014
LAUNCH DATE

£30k
SIZE OF DESIGN BUDGET

The design costs for the entire campaign, including support materials/POS was £30k. The packaging design made up approximately £15k of this budget.

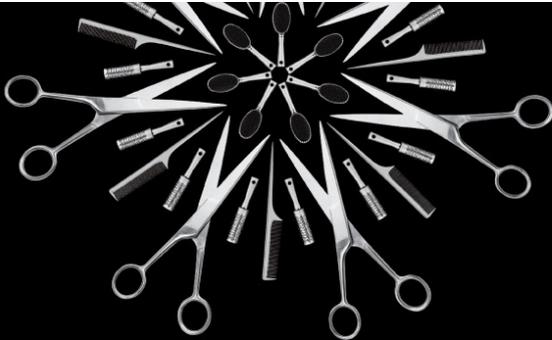


OUTLINE OF DESIGN SOLUTION

(WORDCOUNT: 360/500)

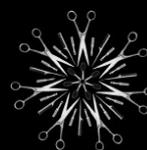
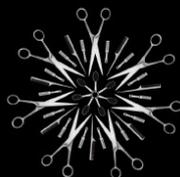
On the surface, our objectives were to create an original campaign identity, clearly distinguishing the brand in a salon environment, whilst maintaining the premium messaging and pushing for an uplift in sales vs the previous holiday campaign.

But, more than just delivering Christmas spirit, the identity needed to steer the brand into a unique territory — translating the season's motif through TIGI's sophistication and edginess to form a unique visual identity capable of engaging with their clients of high-end salons across the globe.



**A CHRISTMAS BY HAIRDRESSERS,
FOR HAIRDRESSERS**

Scissors, combs and other hairstylist's tools were pieced together to form iconic snowflakes, reinterpreting a traditional Christmas symbol through a new contemporary lens, perfectly suited for TIGI and the atmosphere of high-end salons.



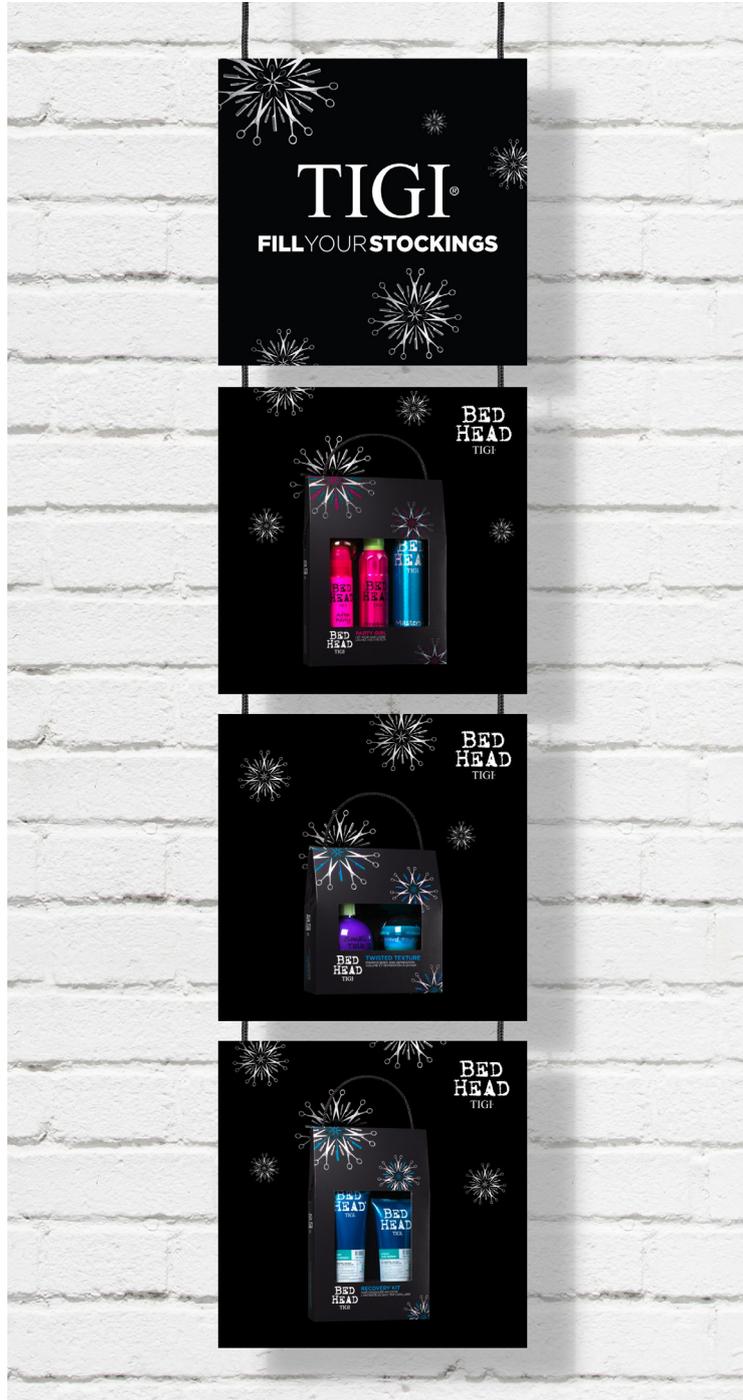
TIGI®

FILL YOUR STOCKINGS



RESPONSIVENESS TO PORTFOLIO COMPLEXITIES

The “snowflake” icon took on the colours of each of the specific products displayed in different materials, creating a highly flexible identity that was able to respond and adapt to the varying ranges and product combinations.



LET IT SNOW: ENGAGING & VERSATILE AMBIENCE

Adaptable to different sizes and finishes — from single icon applications in subtler metallic tones, through to the composition of colourful patterns — the snowflakes merge between visual planes, alternating from being the protagonists on the packaging, to secondary decorative background elements.

This impactful and dynamic visual play enabled the development of a compelling in-store visibility system, allowing enough versatility for each salon across the world to select and play with the icon and its patterns according to their requirements and the needs of their respective spaces.



**COST EFFECTIVE PACKAGING
YET WITH INCREASED
SOPHISTICATION FOR GIFTING**

No less important was to employ the right choice of materials and techniques for the printing and implementation of the identity. This not only successfully cut costs in production when compared to past editions, but it also made possible the implementation of specific finishes previously unachievable within their budget: metallic hot stamping, UV varnish, and — specifically for the packaging — a customised shape and handle. Improving margins, not only without compromising quality, but also assuring a range with more covetable appeal combined with a tactile allure to engage consumers in-store, ideal for gifting during the holidays.

CUSTOM HANDLES



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SUMMARY OF RESULTS

8 TIMES INCREASE IN SALES

Due to the nature of the beauty category, especially during the Christmas season, even a minimal increase in growth would be positive. However, the results surpassed all expectations: TIGI sold 238,000 units, **which represents a 4% increase in sales when compared to the previous year (2013).**

PERCENTAGE OF SALES INCREASE (IN RELATION TO THE PREVIOUS YEAR)

2013 ✂ +0,5%

2014 ✂✂✂✂✂✂✂✂ +4%

Most importantly, it's an eightfold increase in growth when compared to the increase from 2012 to 2013 (0,5%) — which, by any standards, is a huge jump in sales in an already very consolidated market.

8 ✂
SALES
INCREASE

+
DECREASE IN
PRODUCTION
COSTS

-12%

-12% REDUCTION IN PRODUCTION COSTS

The choice of materials and formats enabled the range to present a sophisticated aesthetic **with a decrease of -12% spend per unit in packaging production costs**, not only “improving margins without compromising quality”, but raising it.

— “Because of that we were able to include extra elements such as the spot UV varnish on the graphics, change of shape, and the addition of a handle, giving the packaging a much more premium look and feel”

(Kate Buttery, Global Brand Director
TIGI International)

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SUMMARY OF RESULTS

INCREASE IN MARKET DISTRIBUTION

The campaign design was launched in the US, UK, Germany, France and Belgium, as the main markets, as well as throughout TIGI's European distributors and Australia/New Zealand.

However, the really impressive achievement was that this was the first time that the US — TIGI's No. 1 market — chose to follow the Global Christmas design, instead of operating independently.

The Global Brand Director of TIGI International, Kate Buttery, stated that this achievement was due to the strength of the visual identity and packaging, which allowed one of the main objectives to be fulfilled: **“to create one powerful global offering for consistency across all markets”**.

INCREASED LEVELS OF ENGAGEMENT

Apart from the impressive rise in sales, feedback from customers has also been extremely positive, with many commenting on how 'unique' the packaging looked — particularly against that of its competitors, 'popping out' on-shelf and in the salons.

This increased level of engagement was also felt by the salons themselves, due to the identity's highly iconic appeal and applicational flexibility **many went beyond merely incorporating a selection of materials for their salons, but chose to use the commemorative packs and campaign as the main focal point for their window and in-salon displays during the season.**

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OTHER INFLUENCING FACTORS

TIGI did not invest in any other advertising or traditional promotional activity, using only PR and Social Media together with the launch of the special edition.

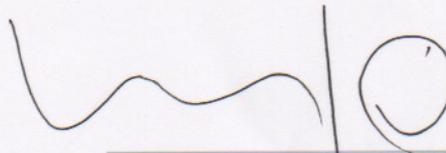
RESEARCH RESOURCES

All the research data was made available to us by TIGI.

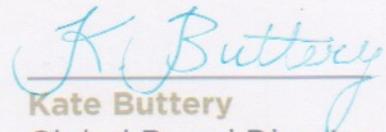
DECLARATION

ON BEHALF
OF CASA REX

ON BEHALF
OF TIGI



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