

Kao Salon Division

In collaboration with London College of Fashion
Fashion Business School UAL.

Project team:

Project Lead: Tony Glenville

Student Mentor | Project Tutors:

Tony Glenville: External Consultant

Deborah Britz: Course Leader MA Fashion Design Management

LCF Enterprise Futures Support:

Sarah Byfield_Riches: Head of Business Development [Business and Innovation]

KAO Project Administrative Support:

Alex Millar: LCF Fashion Business School_School Support Administrator

LCF Summer Term Revised Dates: Tuesday 14 April 2020 – Friday 17 July 2020 [14 weeks] LCF
Summer term extended due to impact of COVID19

KAO Project Timeframe: Friday 24th April_ Friday 5th June 2020

LCF Fashion Business School Specialist Course | Student Participation:

- MSc Applied Psychology in Fashion
- MA Fashion Design Management
- BSc (Hons) Psychology of Fashion
- MSc Cosmetic Science
- BA (Hons) Fashion Visual Merchandising and Branding

‘All We Want for Christmas Is...’

An innovative Christmas ‘Salon’ Visual Merchandising Strategy for Christmas 2020 + beyond...

‘Design is the thread that connects ideas and discovery to people and markets’

Design Council

KAO Project Concept...‘Wonderland’

This Christmas we want to take you to a place, where retail feels a little more effortless.

Where the salon shines as bright as the stars on the high-street.

Where the salon team can create wonder, where imagination takes flight, and where clients are captivated engaged and immersed in the **KAO Wonderland**.

This Christmas, KAO is taking you to Wonderland!
The place for the gift of beauty
The place for the joy of Happy New Hair'

Kao Christmas Wishes For 2020_

Christmas 2020 Should Deliver:

Covetability | Making Products Sell

Creating products that KAO customers will covet. Human Fit. Market Fit. Business Fit. Products that sell.

Positive Word of Mouth 'Talkability'

Engaging audiences through a dynamic media relations campaign and enhancing brand reputation + management:

A strong PR story generating consumer | trade | influencer coverage; making it easy and appealing to **'talk about'** + to **'share the story'** in salons, via social media + associated retail

Exclusivity; Rewarding our salons for a great year + incentivising salons, consumers + staff.

Kao _ Who we are:

Founded in Japan in 1887 with a mission to enrich people's lives, Kao's commitment to deliver high quality products that make life beautiful has continued for over 130 years. That is what drives our employees globally as well as in the region Europe, Middle East, Africa [EMEA].

Kao Brands:

At KAO EMEA we are passionate about beauty and our brands truly reflect that. Whether cutting edge, innovative products for salons, transformative skin and haircare solutions, or luxury bath and shower gels, our brands are committed to quality, safety and high performance. **KAO Brands:**

GOLDWELL_ KMS_ ORIBE_ VARIS

Beauty Boom or Bust: Why are UK Salons Struggling to Compete?

Rising competition in the Cosmetic Industry due to increase in the demand of the cosmetics products has resulted to increase in the global competition. The cosmetic industries are becoming increasingly innovative and creative in providing unique quality products in the market to earn an advantage over the competitors. According to Mintel, more beauty salons opened on UK high streets last year than any other type of independent business, with a net increase of 626 salons, the equivalent of 10%.

Forecasting: Trends to Inspire.

What's mainstreaming on the beauty shelf of the future?

Integrate the Internet of Things:

Advances in software, hardware, apps, and augmented reality herald the Fourth Industrial Revolution and significantly change the way consumers choose, purchase, and interact with products. The ability to measure, monitor, and integrate data will change behaviour as these products fit seamlessly into consumers' lives.

Feature Waste Free Claims:

This will come about as waste streams enter the product development pipeline in response to sustainability.

Build Trust with Smart Tech, Experts, + Instinct:

Use emotion-driven tech as a new way to measure potential success of a product and navigate pricing before it launches.

Follow the Early Adopters: Identity Traders

Technology can detect changes in emotional states and how this influences decision making. While toggling between connection and disconnection, consumers will seek out their tribe, with beauty and personal care brands serving as a facilitator.

Project Brief:**‘All We Want for Christmas Is...’**

An innovative Christmas ‘Salon’ Visual Merchandising Strategy for Christmas 2020 + beyond...

‘Wonderland’

LCF Fashion Business School participating postgraduate and undergraduate teams selected from a dynamic combination of specialist courses are invited to work in **creative interdisciplinary teams** in the creation of an innovative future forward ‘live’ 2D-3D visual merchandising strategy for KAO salons Christmas 2020 promotional activity.

In preparation for KAO Christmas ‘**Wonderland**’ 2020, LCF student teams will re imagine KAO product packaging ‘Shipper Boxes’ [Shipper Boxes ‘A variety of cardboard boxes in different sizes with internal product spacers/dividers’] that will be used to send KAO branded salon haircare/treatment products to the Salons ahead of KAO Christmas promotional activity.

Paper/cardboard is the single most virtuous of materials for creating visual merchandising displays. The ultimate renewable resource, paper is incredibly versatile and available in myriad different textures, patterns and finishes. You can paint it. You can punch holes in it. From the simplest bunting to complex origami to pop up displays, the possibilities for design with cardboard are literally endless.

Having removed the KAO branded products from the ‘shipper boxes’, salon staff are invited upcycle and re imagine the boxes and packaging into a variety of exciting 3D Christmas visual merchandising ‘self-build’ concepts that can be used to visually merchandise/display + promote KAO products within a salon context.

Working in interdisciplinary creative teams as established by the LCF FBS Project Mentors, students will take up the challenge to develop an appropriate KAO Christmas narrative in response to the ‘**Wonderland**’ concept that should underpin the teams entire visual merchandising salon strategy.

FBS student teams will be responsible for the imaginative translation of a wonderland narrative into an appropriate design, development + workable prototypes including salon instructions that will enable KAO Salon staff to transform the ‘shipper boxes’ into innovative 3D visual merchandising concepts.

KAO Salon staff will be encouraged to then proudly display their self-build creations within their salons and to share the results with other KAO Salons, their consumers + public via the KAO PR Campaign, Social Media and Comms Channels; promoting **KAO Wonderland ‘Covetability’**, ‘**Talkability**’ + ‘**Exclusivity**’

Projects Aims:

The purpose of the project is:

- to forge a creative and professional link between KOA and LCF
- to enhance the partnership between brand and salons
- to build on ethical and sustainable creative threads
- to strengthen the communication between salon and clients
- to increase footfall through visual interest
- to have a narrative for teams to discuss and promote and use
- to enable a relevant but witty narrative to strengthen all areas.
- to enhance every element from packaging through brand, products, salon + client.

LCF student teams are required to prototype all elements of the 'self-build visual merchandising concept' ensuring that the final Christmas KAO Salon 'Wonderland' proposals are completely workable and will appropriately engage both KAO Salon staff and ultimately KAO salon customers whilst promoting a range of branded in salon products.

UAL Artstemp specialists will be brought in to support individual teams in the translation of their developed response to the KAO brief into workable fully prototyped solutions.

The final upcycled Christmas merchandising concepts will be constructed by the Salon staff and should be visually dynamic + physically work within any of the KAO Salons environments.

Output Per Team:

Creative work is not formulated in a vacuum, it must have relevant context to the world in which is it positioned...

Teams will deliver a fully realised innovative + future forward campaign that explores the KAO 'Wonderland' concept through an agreed team narrative.

Teams will be expected to explore appropriate market Intelligence, communication assets, brand building and new retail + design thinking in the development of a truly innovative engaging campaign.

Teams will be required to develop + present 'working progress' presentations for the client that effectively + clearly communicate the teams developing R&D process, innovation strategy + prototype self-build campaign solutions.

LCF creative teams will deliver an intelligent, humorous, witty and inspiring solutions bridging the creative and intellectual process. This live industry collaboration between KAO + LCF Fashion Business school is designed to drive future business, increase consumer footfall and multi modal platform consumer engagement throughout KAO Salon EMEA division.

KAO Salon Merchandising Concepts Must:

- Engage naturally creative and competitive salon staff
- Provide witty and stylish and future facing response to the brief that communicates a considered Christmas KAO Wonderland narrative designed to engage salon staff, customers, + PR
- Explore appropriate Market Intelligence, Communication Assets, New Retail Concepts + Research and Development [R&D] + Innovative Prototyping.

- Be appropriate for any number of salon house styles and sizes
- Employ a considered ethical and sustainable context
- Accommodate the variety of different KAO Christmas merchandising boxes / packaging
- Incorporate a considered and innovative social media/comms strategy for KAO Salons, staff, consumers + brands to engage with.
- Provide appropriate PR opportunities for the KAO and LCF FBS Brands

'Wonderland' PR Campaign:

KAO *All We Want For Christmas Is.....'Wonderland'* concept represents a dynamic Public Relations [PR] opportunity and vibrant media story with the potential to have a long-lasting impact on KAO brand's reputation and public image and reach; local, national + international.

FBS Creative teams must identify strong, descriptive + positive key words, phrases + narrative which should then be used to both communicate + promote the project to the variety of professional audiences.

'Creativity and innovation in business is the lifeblood of this industry, and the best, most successful salons are those that continually look for ways to diversify and innovate'

Award-winning salon owner Jamilla Paul.

Salons:

Teams will need to consider:

- that the level of salon engagement will vary from location to location.
- that salons will vary in size + shape and geographical location.
- that the decor of each salon will range from minimal to baroque + beyond.
- that consumer viewing experience of salons [externally + internally] will vary greatly from location to location
- that the consumer demographic profile will differ from location to location

Teams will be required to present their working progress verbally, physically and digitally to both LCF tutors and industry client team as required.

Interdisciplinary Team Project Deliverables:

- KAO *All We Want For Christmas Is.....'Wonderland'* Concept + Supporting Narrative
- Team Research + Development [R&D] Process, Exploration + Analysis
- Wonderland Self Build Visual Merchandising Prototypes
- Self-Build Visual Merchandising Salon Communication [Instructions]
- Client Presentations

KAO Salon Christmas 2020 Comms Strategy:

[Staff + Customer Engagement Strategy]

“You Can't Touch, Feel or Smell Pixels.”

Tim Lindsay CEO, D&AD

In the past, the majority of companies used audio-visual stimuli for differentiating their brands from their competitors. Now companies are working hard to achieve some degree of differentiation in their brand message by using all five senses (taste, smell, sight, touch and sound). This phenomenon is called multisensory branding. The aim of this mode of branding is to use all five senses at the same time to create a 'five-dimensional brand experience' for the consumer audience.

Neuroscience research suggests that a few milliseconds of visual processing by consumers' brains is insufficient for effective longer-term brand impact. The remaining senses of sound, smell, taste and touch have a greater influence on people's perception and memory than they are conscious of, and by manipulating these sensory triggers, brands can connect with consumers on a subconscious level.

Currently over 90% of all brand communication focuses on sight; leaving less than 10% to engage the senses of sound, taste, touch and smell.

We are all multi-sensory beings; if brands want to engage consumers on a deeper level and create an emotional connection, an immersive combination of all senses is required.

It is time to start exploring the different sensory triggers.

Every brand touchpoint conveys a sensory message, whether digital or physical. The question is how to prioritise, what to control, co-ordinate, and leave to chance.

Adopting a multi-sensory approach to brand design opens up a wealth of opportunities to influence the way consumer audiences experience the brand promise. Controlling these sensory interactions has the potential to deliver an engaging and stimulating brand experience at every point in the user journey and create valuable equities for the brand along the way.

Teams will be asked to identify a range of possible sensory triggers and combinations that could be used to connect the KAO Brand philosophy with staff + consumers
The project will require creative teams to fully explore the ideal combinations of senses needed to create innovative multisensory marketing and branding concepts that can connect brand, product and audience enabling KAO to further expand into an already saturated and highly competitive marketplace.

It is anticipated that individual student teams will create an engaging seasonally appropriate immersive range of research and development [R&D] + prototyped outcomes in response to the brief that the brand can then select to action.

LCF FBS KAO 'All We Want for Christmas _ Wonderland' Co-Curricular Project Timeline:

UAL LCF Higher Education Summer term: Tuesday 14 April 2020 _ Friday 17 July 2020 [14 weeks]

KAO 'All We Want for Christmas _ ' Wonderland' Key Project Dates:

Briefing:	Friday 24.04.20
KAO Project Development + Prototyping	W/C Monday 24.04.20 – 01.06.20
Formative Client Review:	Friday 22.05.20
Team Pitch Coaching:	W/C Monday 05.06.20
Final Student Team Pitches to Client:	Friday 05.06.20

The above timetable will be supplemented by team | individual mentoring with appointed LCF and external tutors | mentors, UAL Specialist Artstemps, invited industry specialist support | mentoring + KAO Client support/mentoring i.e. KAO representatives will be invited to join online Briefing/Mentoring Workshops | Team Tutorials + Pitches.

Project Resources:

- Dedicated Project Tutors | Mentors
- FBS Creative Directors Moodle Platform [Dedicated Project Space]
- Specialist Artstemps to support student teams prototyping process
- Project Support Administration
- Client Support
- FBS Creative Director Moodle Platform

Regards Rob Lakin
Creative Director
LCF Fashion Business School