

# PRODUCT BRIEF OPTION 1:

Unilever have developed a new **natural shampoo cleanser**. Unilever feel there is a strong case to put the natural cleanser into the market for several reasons:

- It is a more **gentle** alternative to the traditional surfactants that are used in personal care products
- It is much better for the **environment**
- The cleanser is our most **natural** formula ever and consumers are buying more natural products vs standard products

However, the cleanser does come with some challenges:

- It is **not as effective** as some of the current options on the market
- It is more **expensive** than current less natural surfactants

The cleanser is sourced from a renewable source of farmed coconuts in the Philippines, the farmers are all females under a co-operative scheme which ensures that the villages have empowered women who play a part in leading the community.

This programme is helping women in the area to be seen as equals with their male counterparts & mothers are able to inspire their daughters to follow their ambitions.

The cleansers are Fair Trade and the supplier ensures we pay a premium to support the female farmers.



# PRODUCT BRIEF OPTION 2:

Unilever have developed a new **antidandruff ingredient that can be used in shampoo**.

Unilever feel there is a strong case to put it into the market for several reasons:

- It is the **best performing** antidandruff on the market compared to all existing products on sale.
- First evidence has shown it **removes all dandruff in a single use** (current products require many washes)
- It is also shown to be **moisturising**, while many anti-dandruff products on the market can cause hair to feel dry or hard to style.

However, the ingredient does come with some challenges:

- It is much more **expensive** than other options on the market.
- Anti-dandruff is a **drug claims** (pharmaceutical) – all claims must be thoroughly supported as it is technically a medicine

The antidandruff ingredient is made from petrochemical sources rather than natural/renewable sources. It uses selenium combined with an acid regularly used for acne.

The moisturising properties come from a natural oil that the antidandruff ingredient is dissolved in (the solvent)

There are no known safety issues.

The anti-dandruff ingredient is 10 times the cost of the currently used material.

The shampoo can be formulated into any colour or can be transparent.



# TEACHER GUIDE

## CHALLENGE 1: BRAND

### BACKGROUND/SUMMARY

Unilever makes some of the best known brands in the world. All of Unilever's brands are on a journey to reducing their environmental impact and increasing their positive social impact. Successful branding is key to selling products.

\*Before starting the brand task, make sure the students have selected which product brief they are going to work on (page 1 and 2).



### SESSION OUTLINE

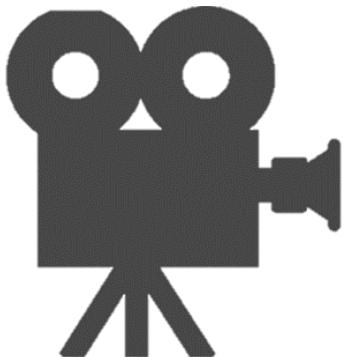
In this session, students will design their own brand and a “concept” for the product brief they choose. A concept is a document that summarises the opportunity for a new product and why a consumer would buy the product.

### ACTIVITY 1

Use pages 1-6 to play the brand game. Ask students to guess whether they can guess the brand just from looking at the products. Then, as a group spend a few minutes asking the students if there are any brands that are iconic to them and why –use page 7 to support.

After playing the brand game, use page 8 to introduce the students to what a brand is and explain it is the job of the brand experts in the video to determine what makes a successful brand.

### PLAY VIDEO



# CHALLENGE 1 – BRAND

## ACTIVITY 2

Pause the video at 4:10. Use page 11 to explain what we mean by a concept. A concept is a summary of what the brand and product is offering the consumer.

Strong brands have a clear purpose. For example, the Dove brand is passionate about increasing body confidence & their purpose statement aligns to this: “We believe beauty should be a source of confidence not anxiety”.

## CONTINUE VIDEO

### ACTIVITY 3

Students will need to work in teams to create their new brand and concept. Before they do this they will need to decide which region they are designing their product for – as consumers from different regions have different needs and considerations.

Students should spend 5 minutes using pages 15-17 to pick either Region 1, 2, or 3. This will be the region they are designing for throughout the programme.

### ACTIVITY 4: THE CHALLENGE

Students should use the template on page 18 to fill out their concept. This should include all of the elements previously introduced to them.

As well as explaining the problem e.g. “Consumers want to use cleansers that are natural” or “Consumers need products that remove their dandruff completely”, students need to demonstrate how their products will satisfy this problem. Most importantly, students need to think about the name of their brand purpose statement, name and logo.

**NOTE there are some supporting materials on pages 19-20.**



# CHALLENGE 1 – BRAND

## ACTIVITY 5 (OPTIONAL ADD ON)

Now that students have created their concept, use slide 21 to introduce the task of creating a 30 second pitch of their product for TV, radio or digital.

## CRITERIA UNILEVER WILL BE LOOKING FOR -

- All of the elements that form a concept including:
  - A logo
  - A brand name
  - A product name
  - A purpose statement
  - The benefit of their product
  - The reason to believe (the technology or ingredient which will help consumers to believe the product will work)
- For submission, the concept can be presented in any desired format – for example these elements could be explained through a pitch via video, through a drawing or using the template as provided. The more creative the better!

