

# PRODUCT BRIEF OPTION 1:

Unilever have developed a new premium **3 in 1 cleansing bar** which can be used on hands & body, face and for shaving. Unilever feel there is a strong case to put the cleansing bar into the market for several reasons:

- It uses **new technology** to perform well in all three functions and ensure the skin is **moisturised** and not dried out like traditional soaps
- It is much better for the **environment** as it doesn't contain water and is cheaper to transport
- It **streamlines** consumer's cleansing routines and **reduces** the need for buying multiple products

However, the cleansing bar does come with some challenges:

- Consumers do not typically expect **multi-functional products** to perform well in all areas
- It is more **expensive** than a typical 'soap' bar or bodywash (due to higher level of active ingredients, less water, multi-functional use, longer-lasting), **but cheaper than multiple products**
- Some **fragrances can fade** from bar products with use over time



The cleansing bar uses plant-based cleansers and ingredients of natural origin. It is cold-pressed to produce a premium product with a high level of moisturising and active ingredients. The formulation can be adjusted to suit men, women, or be gender neutral, depending on the active ingredients and fragrances selected.

As the cleansing bar doesn't contain water, there are more packaging options available and it is much lighter and cheaper to transport than equivalent liquid products.

It supports our consumer's desires for more sustainable and natural products.



# PRODUCT BRIEF OPTION 2:

Unilever have developed a **new probiotic scalp treatment**. Unilever feel there is a strong case to put it into the market for several reasons:

- The probiotic ingredient **rebalances** the scalp microbiome to improve scalp health and has been proven to improve hair growth
- It **removes debris build-up** caused by consumers washing hair less, using more styling products, living in polluted cities, living more active lifestyles, *etc.*
- It provides a **pampering, spa-like experience** at home

However, the product does come with some challenges:

- Making **claims around the microbiome** and probiotic ingredients **can be risky for the company** as they are close to medical claims - all claims must be thoroughly supported, which costs money
- If **used incorrectly** by the consumer, i.e., scalp scrubbed too hard, it could lead to **irritation** or tangled and **damaged hair**



The microbiome is the balance of living organisms, such as bacteria, in a particular environment, e.g. skin, hair, gut, mouth *etc.* Research has shown that probiotics can help to restore a balanced and healthy microbiome and consumers are increasingly interested in treating the microbiome. However, careful branding and messaging is needed when talking about probiotics – it is a new concept for hair and skin, and talking about ‘bacteria’ could put consumers off.

Scalp treatments help to remove debris build-up such as styling products, dead skin cells, sebum, oil and pollutants. This improves scalp health and comfort, which promotes healthier, shinier hair and growth, and reduces itching, dry skin and flaking and irritation. They are typically used before shampooing, every 10 washes or so. Consumers may rely on advertisements, tutorials, social media content to understand how, when and why to use them.

The treatment can include either a chemical exfoliant (e.g. glycolic acid) or physical exfoliant (e.g. sugar crystals) which will affect the format of the product e.g. chemical – serum/liquid application/light cream, physical – scrub, paste, balm.



#haircare #shampoo #hijabi  
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# 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

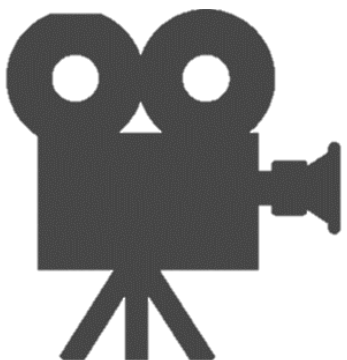
In this session, students will design their own brand and a “concept” for the product brief they choose. A concept is a document that summarises the opportunity for a new product and why a consumer would buy the product.

### 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) – **students have the freedom to decide if they want to include 1 or more ingredients that helps to sell their brand e.g. a refreshing product may contain fragrances such as citrus or mint. For Product Brief 2 (Probiotic Scalp Treatment) – they can decide if they want to add exfoliating beads, or a chemical exfoliant like glycolic or salicylic acid. The inclusion of these ingredients could make their brand easier to sell. It will also impact the packaging options available.**
- 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!

