

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
HAIRCARE TIPS FOR HIJABI | do's & don'ts



MARKING BREAKDOWN

	Section	Marks Available
General Overall Success (30 marks)	Information Analysis	(/6)
	New Idea Generation	(/6)
	Experimental Ability/Techniques	(/6)
	Business Focus	(/6)
	Communication	(/6)
FUNCTION SPECIFIC SUCCESS (40 MARKS)	Brand	(/10)
	Claims & Digital Advertising	(/10)
	Packaging	(/10)
	Supply Chain & Manufacturing	(/10)

The questions in the judging notes are a guide only, to help students pull together their ideas, not to restrict them! We'd encourage students to think outside the box, additional marks can be allocated for going beyond the task requirements.

Marks accredited will be based upon a judgement ranking



JUDGING GUIDANCE NOTES

The questions below are a guide only, to help students pull together their ideas, not to restrict them! We'd encourage students to think outside the box, additional marks can be allocated for going beyond the task requirements.

Students will be awarded marks for the general overall success and for each of the 4 key areas in which Unilever operates. Success criteria is based upon judgement of effort & meeting the task requirements.

The following framework will be used by the judges:

General Overall Success (30 marks)

INFORMATION ANALYSIS:

The ability to research or draw insights of current habits and demonstrate understanding of the challenges

NEW IDEA GENERATION:

Outline & develop creative ideas, indicating Brand purpose throughout and how this will be implemented holistically

EXPERIMENTAL ABILITY/ TECHNIQUES:

Ability to generate data or use novel techniques to support product claims & packaging development. Understanding of scale up

BUSINESS FOCUS:

Appeal to the target market, Be sustainable, Understand the cost to make and the price of the product, taking into account the intended consumer

COMMUNICATION:

Communicate the idea clearly to key stakeholders, generate appropriate presentation tools

FUNCTION SPECIFIC SUCCESS

Session 1: brand

- Have you defined a clear target consumer/market in which you will sell your product?
- Have you provided all the required elements for a full branded concept?
 - A logo
 - A brand name
 - Target Consumer
 - A product name
 - A purpose statement
 - The benefit of their product
 - The reason to believe (the technology, packaging element or ingredient(s) which will help consumers to believe the product will work)
- How does your purpose link to the product brief you have been given?
- Why does a consumer want or need your product?

Session 2: claims & digital advertising

- Have you considered the target consumer who will be reading these claims? Why/how will your claims attract them to buy your product?

JUDGING GUIDANCE NOTES

- Do your three claims convey the overall the key messages within your branded concept from session 1?
- How will you design a support strategy for your benefit claim? Consider any experimental testing or consumer interviews you could carry out in order to support your claim
- Where will your advertising post be presented to the consumer & why have you chosen the platform you have picked i.e. TV advert, Instagram, billboard
- How does your advertising post bring your message to life? i.e. are there any ways you can demonstrate your beauty benefit or any scientific messages in a beautiful & simple way to the consumer

Session 3: PACKAGING

- Are you able to explain the different elements of your pack e.g. how is the product expelled, how has it been designed to be convenient for the consumer?
- Why did you decide to pick this pack?
- Which bucket does the pack fall into? (less plastic, better plastic, no plastic)
- Does your label design incorporate the product branding as well as the key claims?

- Are the materials sustainable/recyclable?
- How does the pack feel?
- How will your product formulation look in the pack i.e. what colour/thickness will it be?
- BONUS Has the packaging been designed for inclusivity?

Session 4: SUPPLY CHAIN & MANUFACTURING

- What are the projected costs and timings for the product launch in your chosen region?
- Does your product have a strong business case? What are your profit and gross margin values?
- How are you willing to adapt your product design in order to have a stronger business case?
- If you have a poor/acceptable business case & are happy with your design, think about why Unilever might still consider pursuing this – explain why e.g. the product will have a huge positive environmental or social impact
- How did you solve the unforeseen issue and why did you choose your selected option for resolution?
- Can you think of other risks and how could you reduce the chances of issues occurring?