



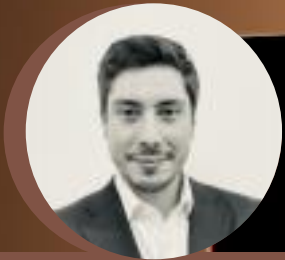
GARNIER
GOOD

5.5



GARNIER
GOOD

THE TEAM



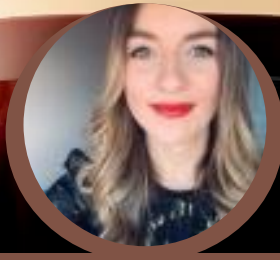
*KARIM
RADO*

BRAND DIRECTOR



*GIAN GIACOMO
COSTA*

BRAND BUSINESS
LEADER



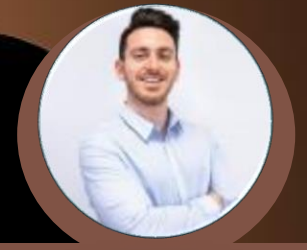
*ELEONORA
COVILI*

COMMUNICATION &
ADVOCACY MANAGER



*SANDRA
SALAMONE*

PRODUCT MANAGER



*AGOSTINO
MASSARA*

ONLINE BRAND
MANAGER



THE BEGINNING OF A NEW ERA





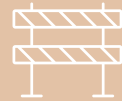
GARNIER GOOD



THE FUTURE OF HOME COLOR



WORKING ON MAIN CONSUMER TENSIONS



BARRIERS

DIFFICULTY
OF APPLICATION



PROBLEMS

UNPLEASANT
EXPERIENCE



NEEDS

NATURAL & GENTLE
FORMULA



THINK OUTSIDE



THE BOX

BREAK THE RULES OF THE GAME

~~EMBRACE~~ BE THE TRANSFORMATION



1. WAYS OF
WORKING

INTEGRATED APPROACH



2. MEDIA
MODEL

DIGITAL ACCELERATION



3. ADVOCACY
AT CORE

OUR BIG BET



4. ELEVATE
SHP EXPERIENCE

ON&OFFLINE

BREAK THE RULES OF THE GAME

EMBRACE BE THE TRANSFORMATION



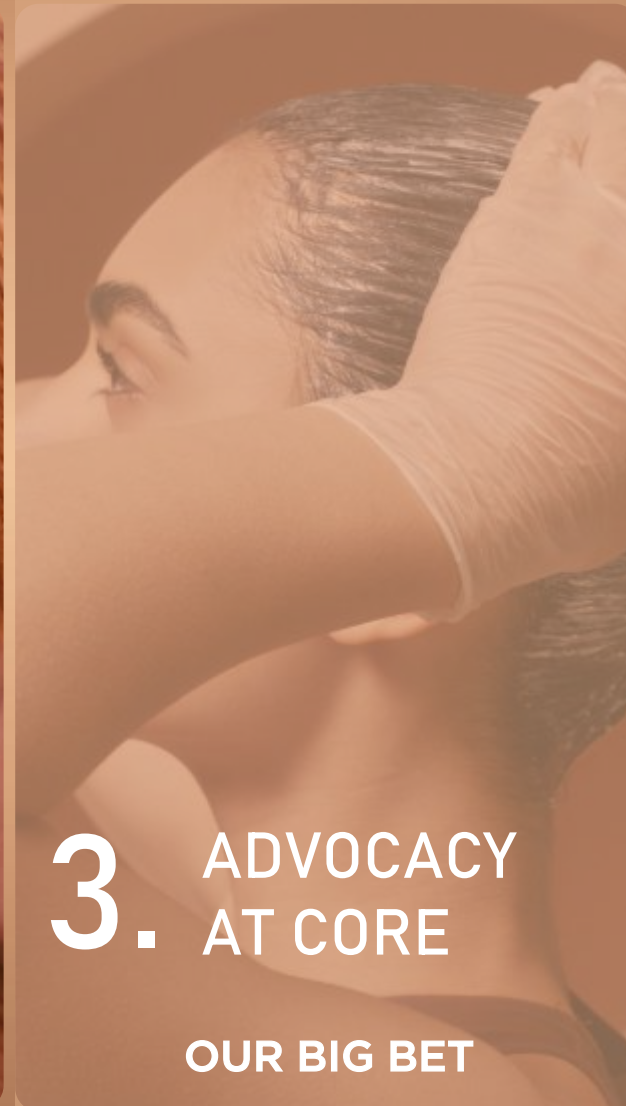
1. WAYS OF WORKING

INTEGRATED APPROACH



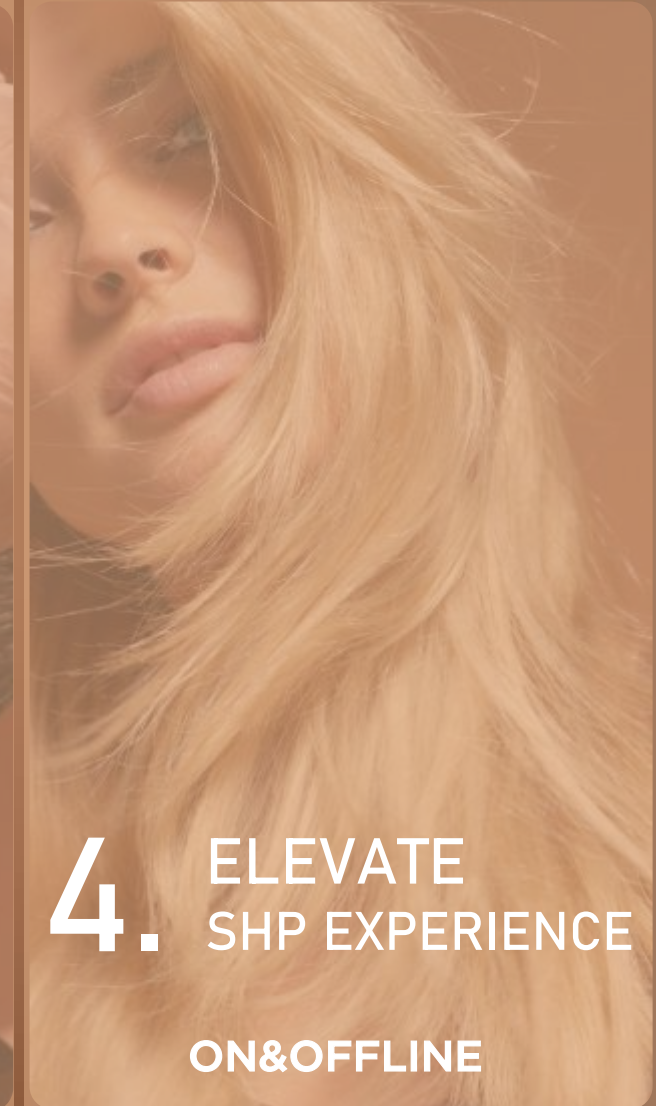
2. MEDIA MODEL

DIGITAL ACCELERATION



3. ADVOCACY AT CORE

OUR BIG BET



4. ELEVATE SHP EXPERIENCE

ON&OFFLINE

BEFORE GOOD , WE INVESTED ONLY IN TRADITIONAL MEDIA



TV

DIGITAL

ADVOCACY



WITH **GOOD**, IT WAS TIME TO BET ON ADVOCACY



ADVOCACY

DIGITAL

TV



BREAK THE RULES OF THE GAME

~~EMBRACE~~ BE THE TRANSFORMATION



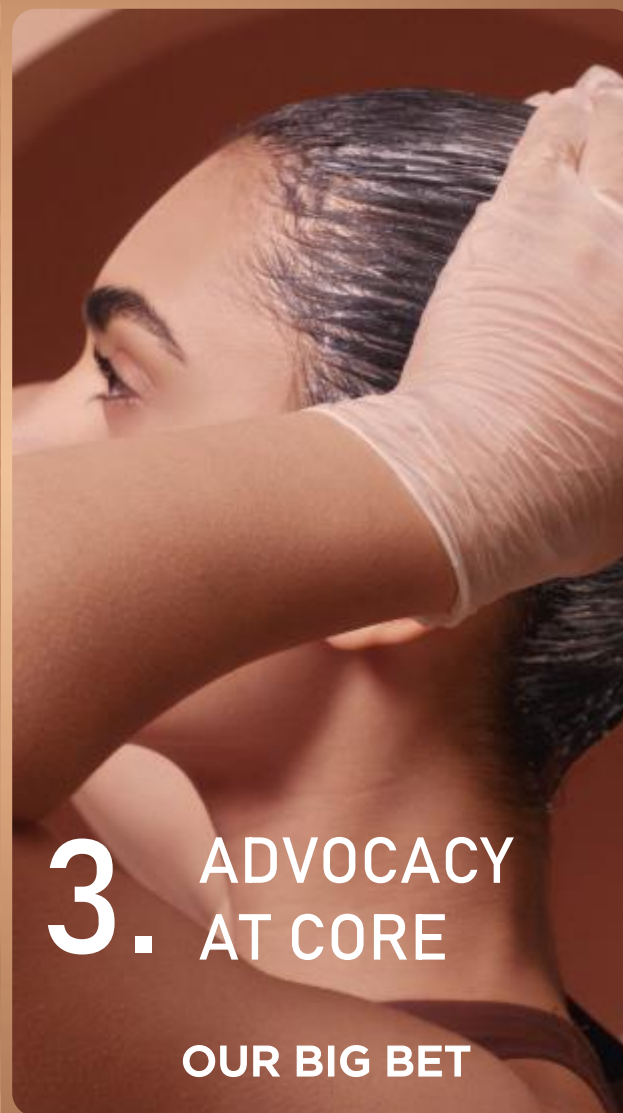
1. WAYS OF
WORKING

INTEGRATED APPROACH



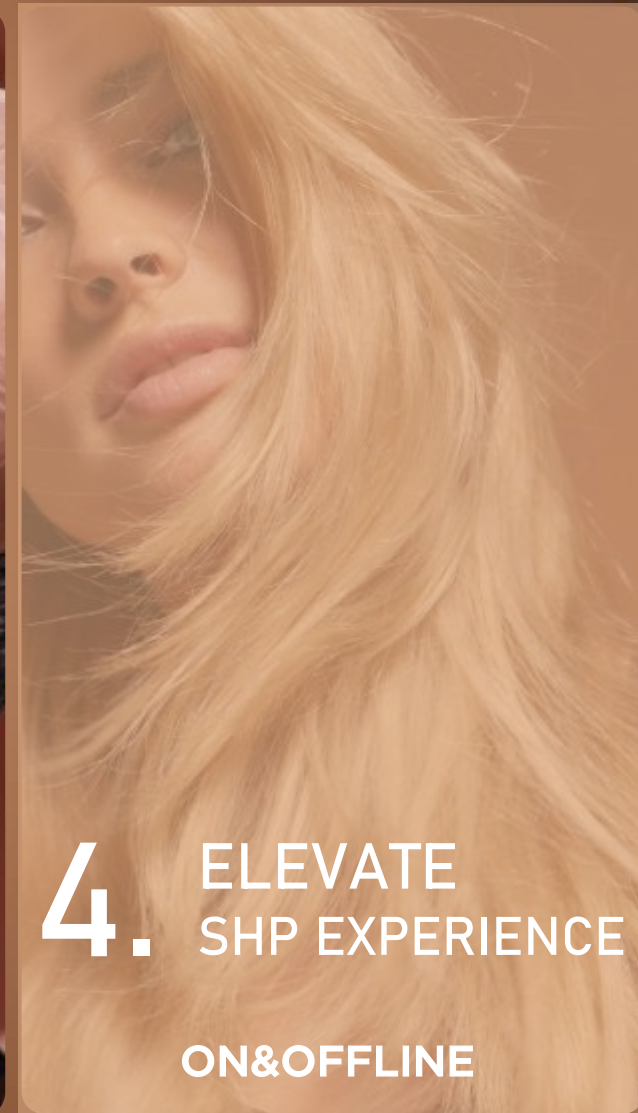
2. MEDIA
MODEL

DIGITAL ACCELERATION



3. ADVOCACY
AT CORE

OUR BIG BET



4. ELEVATE
SHP EXPERIENCE

ON&OFFLINE



BREAK THE RULES ADVOCACY AT CORE



HOW?



WE CUSTOMIZED THE STRATEGY ON OUR CONSUMERS NEEDS

**COLO
ABANDONERS**

**FOR
UNPLEASANT
EXPERIENCE**

**HOME COLO
NEVER USERS**

**FOR DIFFICULT
APPLICATION**

**HOME COLO
USERS**

**WHO ARE
TRENDS
SEEKERS**





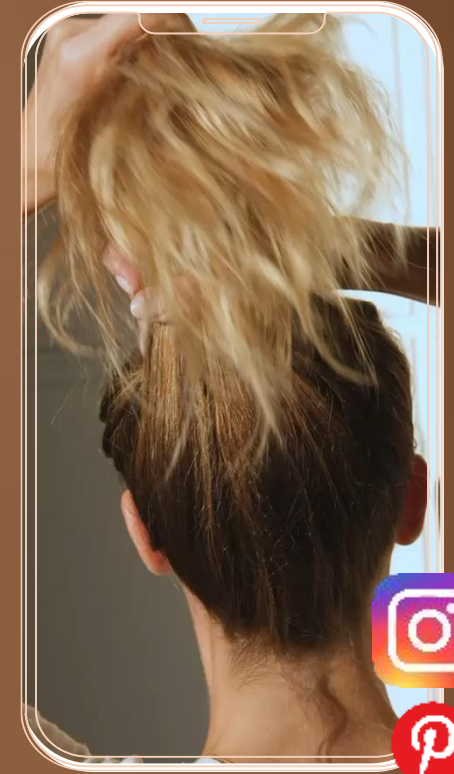
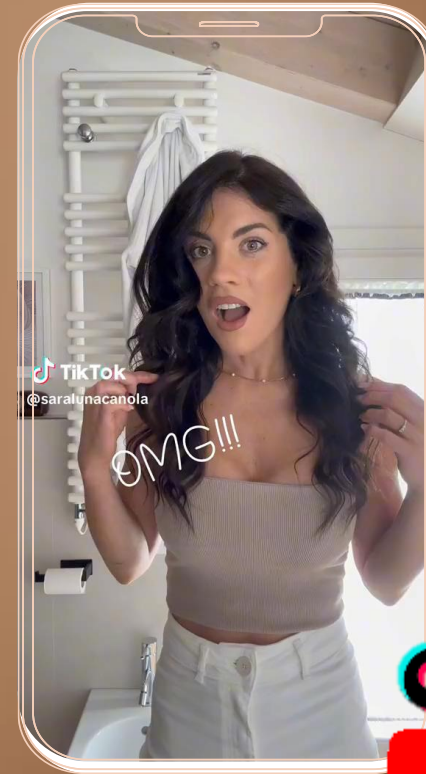
...AND TRACKED THEM THROUGH OUR ADVOCACY STRATEGY

CONSUMER INSIGHTS

ABANDONING COLO UNPLEASANT EXPERIENCE

DON'T COLO AT HOME DIFFICULT APPLICATION

ARE LOOKING FOR INSPIRATION /TRENDS



GOOD ADVOCACY STRATEGY

GOOD EXPERIENCE LEVERAGE SENSORIALITY

EDUTAINMENT SIMPLE HAND APPLICATION

LIFESTYLE INSPIRATION /TRENDS

SELF-CONFIDENCE #3 BEI DRIVER

TRUST #1 BEI DRIVER

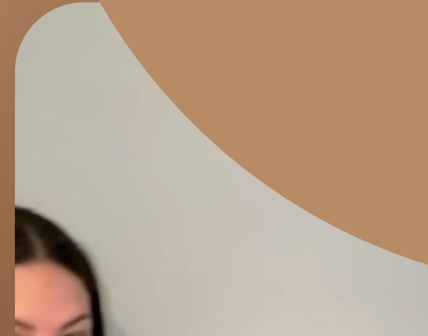
HIGH END / ASPIRATIONAL #2 BEI DRIVER

WHAT HAPPENED?



50M VIEWS

4% ENGAGEMENT RATE



YOU MUST BE WONDERING...

WHAT HAPPENED NEXT?



WE WANTED TO LEAVE OUR MARK FOR **GOOD**

SO WE ENGAGED **#1 ITALIAN BEAUTY INFLUENCER**
@cliomakeup



**WHO GENERATED
A TSUNAMI
OF CONVERSATIONS**

20M VIEWS

300K ENGAGEMENTS



THE RESULT WAS CONSIDERED TOO **GOOD** TO BE HOMEMADE



the_realgiogram Secondo me è passata dal parrucchiere, non è roba della tinta



sara_de.domenico É palesemente un colore fatto da un parrucchiere, so vede dalle schiariture!

1w 6 likes Reply See translation

greenMe Ambiente • Lifestyle • Casa & Giardino • Animali • Salute & Alimentazione

Polemica sulla nuova tinta sponsorizzata da Clío MakeUp, ma quanto ne sappiamo davvero sulle tinture per capelli?

Francesca Biagoli | Pubblicato il 10 Ottobre 2023

Un recente dibattito, nato da un reel di Clío Make Up su Instagram, ha sollevato una serie di domande (e polemiche) sulle tinte per capelli e su quanto ne sappiamo davvero. A fare chiarezza è la divulgatrice scientifica Beatrice Mautino

© clionsmakeup_official/instagram



Make up Unghie mania Recensioni Prodotti Corpo Capelli Cura della Pelle

CLIO NON HA MENTITO: ECCO COME È STATO POSSIBILE OTTENERE UN RISULTATO ECCELLENTE SENZA PARRUCCHIERE

13 Ottobre 2023 di Laura Occhini



artemis_witchy Dai commenti si capisce come nessuno conosca il meccanismo delle tinte per capelli 😂 i due passaggi sono il colore e l'emulsione ossidante che rilascia ossigeno, ovvero decolora! Schiarire un biondo cenere come il suo è un gioco da ragazzi

1w 252 likes Reply See translation



anna.905 Un solo dubbio come può una tinta chiara coprire una ricrescita scura? Copre i bianchi ci sta copre il biondo colorito o più chiaro ok ma la ricrescita scura che avevi?

1w 437 likes Reply See translation

A STORM ON THE HORIZON WAS READY TO BLOW OUT OUR CREDIBILITY



THAT IS WHEN WE PUT
OUR CREATIVITY AT ITS BEST...

**TO TURN THIS THREAT
INTO AN OPPORTUNITY!**



WE CONTACTED **THE MOST SKEPTICALS WOMEN** COMMENTING CLIO'S POST AND INVITED THEM TO OUR OFFICE IN MILAN TO TRY **GOOD**

**GARNIER
GOOD**



bea_lacosmetologa
Beatrice Marini | Chimica Cosmetologa | Tecnica Tricologa

...THANKS TO THE HELP OF A FAMOUS **CHEMIST** THEY EXPERIENCED THE PRODUCT...

IT REALLY WAS

TOO GOOD TO BELIEVE!

MARKET SHARE EXPLODED

& SETTLED DOWN TO EXCELLENT LEVELS



HISTORICAL RESULTS:
PEAKED AS NEVER BEFORE
& OVERTOOK COMPETITION



BEST LAUNCH
OF ALL TIME
FOR GAR COLORATION



ITALY BECAME A **EUROPE BEST CASE** WITHIN L'OREAL

#1 MARKET SHARE



TGTB BECAME BEST CASE IN MEDIA



VTR

X2%

(VS BENCH)



VTR

X2%

(VS BENCH)



GARNIER.IT

**BECAME THE MOST VISITED
BEAUTY WEBSITE**



**TOO GOOD
TO BELIEVE?**



NOT FOR

 **GARNIER**

GRAZIE

