

INTERNET

Shiseido builds product awareness via consumer research

July 29, 2014



Shiseido's new Ultimune serum

By JEN KING

Japanese personal care brand Shiseido generated buzz for its latest serum Ultimune with claims that the product will change skin care forever.

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Luxury Daily

Following a two-day social media countdown, Shiseido raised awareness for the product launch by phrasing the unveiling as a “skin care revolution.” Although short in execution, Shiseido’s countdown likely caused consumers to return to its United States Facebook account for updates.

"Today’s consumer is in the constant pursuit of context: they seek to understand products before purchasing, frequently by searching for the advice or support of peers," said Kristy LaPlante, associate director of digital strategy at [Merkle, Inc.](#), New York.

"By including research results on the page, Shiseido brings desired information directly to the consumer and makes it easy for visitors to make the leap to purchase," she said.

Ms. LaPlante is not affiliated with Shiseido, but agreed to comment as an industry expert.

Tokyo-based [Shiseido](#) did not respond by press deadline.

A revolution

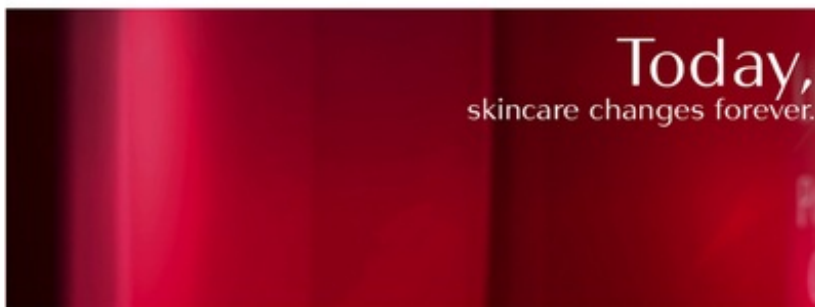
When the countdown ended on July 25, Shiseido announced that after 20 years of research, its latest product works to directly target skin's immunity. The following post breaks down the science behind Shiseido's Ultimune by highlighting the serum's anti-inflammatory, antioxidant botanical ingredients.

Each post included a link that lands on Shiseido's Web site where consumers can explore the product on a dedicated page.



The Official Shiseido (USA) Page changed their cover photo.
July 25 · Edited

After two decades of research, Shiseido introduces the first skincare technology directly targeting skin's immunity. <http://bit.ly/Ultimune>



Shiseido's Facebook announcement for Ultimune

The first slide notes Shiseido's 140-year history, the two decades of research and its 31 worldwide patents that have led to the introduction of Ultimune. In this section, the consumer can watch two videos, the first of which focuses on the secret of Ultimune and the second, Shiseido's overarching campaign, "Beauty in You."

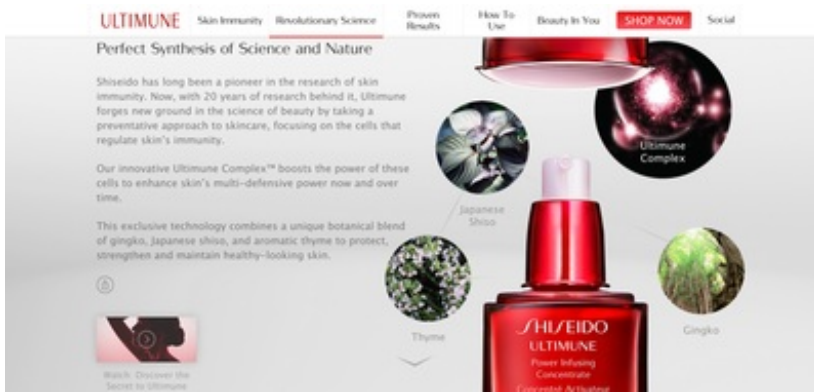
Shiseido's 70-second "Discover the Secret to Ultimune" video talks of the skin's immune system and how over time it breaks down due to time, exposure and stress. The video also notes that science and nature combine to improve the skin's condition through use of Ultimune.

Embedded Video: [//www.youtube.com/embed/WZC1JTqIEEU](http://www.youtube.com/embed/WZC1JTqIEEU)

Discover the science behind Ultimune

The following section reiterates what was spoken in the video about skin's immunity and how Ultimune can help renew a consumer's skin.

As the consumer continues to scroll downward to explore the site, the cap of Ultimune separates from its decanter and bubbles featuring the product's ingredients appear. Ultimune's complex includes Japanese shiso, thyme and ginkgo.



Ingredients found in Ultimune

This section is followed by detailed research regarding Ultimune and its use. Three short sentences note that 95 percent of women felt their skin was smoother immediately after use while 86 percent felt skin had become more radiant after a week of using Ultimune.

Incorporating research data and user responses may help persuade consumers to purchase a new or unfamiliar product. Often, consumers will trust the opinion of their peers over that of the brand’s claims.

The following section breaks the research down further into a bar graph. The graph represents the benefits of using Ultimune for one week and a month and includes consumer data that ranked skin’s power to resist, to protect, to regenerate and to strengthen.



Consumer response bar graph

Another section shows a line chart that plots the before and after using Ultimune after six weeks for women in their twenties and in their fifties.

Next, Shiseido informs the consumer how to use Ultimune. This section notes that the product can be incorporated into any skin care routine, but does not push additional branded products at the consumer.

In this section, the consumer learns how to properly apply Ultimune through a short minute-long video tutorial.

Embedded Video: [//www.youtube.com/embed/yxRiYHSlyNw](https://www.youtube.com/embed/yxRiYHSlyNw)

Shiseido Skincare Tutorials: Boost Your Beauty with Ultimune

Lastly, the site concludes with Shiseido’s #BeautyInYou social effort. The section includes a blurb that reads, “To you mothers, daughters, sisters and friends, you bring out the beauty

in us” and a prompt to share the product and hashtag with a person who brings out the beauty in the consumer.

The video content accompanying the hashtag goes beyond Shiseido products and touches upon the definition of beauty through character traits and important moments.

"The #BeautyInYou campaign serves to personalize the consumer’s overall experience with Shiseido, communicates the value of their products in a meaningful way," Ms. LaPlante said.

"Including this section reminds viewers of the emotional benefits of the Ultimune product, and reinforces a sense of self-worth with or without the product," she said. "It shows a deep commitment to and respect for Shiseido’s target audience, and allows the brand to be experienced rather than just purchased.

"In doing so, this section expertly drives loyalty and a longer-term connection with its audience."

Embedded Video: [//www.youtube.com/embed/ensUi8Te544](https://www.youtube.com/embed/ensUi8Te544)

Bring Out the #BeautyInYou

Ecommerce is located on its own tab found on the site’s navigation bar but is not included in the educational aspect of Shiseido’s product page.

Learned beauty

Other beauty marketers have put the research involved in producing a new product at the forefront of their marketing effort.

For instance, France’s Christian Dior shined a light on the amount of toxins that build up on consumers’ faces daily through its campaign for the brand’s One Essential skin care line.

According to Dior, 7 billion toxins build up in the skin each day and with the height of summer approaching, many consumers are likely interested in how to keep their skin care regimen seasonally appropriate. By including this type of figure in its product introduction, consumers may be more inclined to trust the benefits of One Essential’s detox serum ([see story](#)).

Also, Estée Lauder Cos.’ La Mer promoted the 50 years of craftsmanship involved in the creation of its skin care serum with an interactive microsite that highlighted the healing properties of the marketer’s Lifting Contour Serum.

La Mer’s latest serum is formulated to transform a face by creating an illusion of a slimmer jawline and lifted neck. By outwardly stating the effect of its newest product La Mer likely saw an increased interest from older, affluent female consumers in the market for the desired result ([see story](#)).

Tutorialized content also works to show the benefits behind a product.

"This section offers a simple yet powerful visual to demonstrate how and when the

Ultimune product will fit into the consumer's normal, daily skin care routine," Ms. LaPlante said. "That kind of simplicity lessens the perceived 'cost' of the product to the consumer, thereby increasing the likelihood of a purchase.

"Shiseido masterfully connects these and several more sophisticated behavioral elements to the Ultimune site experience overall," she said.

Final Take

Jen King, lead reporter on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/Zb5X4O_pXF4](https://www.youtube.com/embed/Zb5X4O_pXF4)

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