



# LAUNCHING A #1 BEAUTY-CARE PRODUCT



Alberto Culver's TRESemmé introduces a new dry shampoo product line, washing away the competition by understanding what women want.



Hair care and beauty consumers participate in a private, online community



In live chats, discussion groups, and brainstorms, community members share unique frustrations and unmet needs surrounding daily beauty regimens



Community members reveal the truth that women struggle with feeling fresh and rejuvenated on non-shampoo days



**#1**

BRAND IN DRY SHAMPOO  
MASS CHANNEL IN  
VOLUME AND VALUE



**\$7.7M**

IN FIRST YEAR  
RETAIL SALES



**6<sup>TH</sup>**

BEST SELLING SKU  
IN THE OVERALL  
STYLING CATEGORY IN  
MASS CHANNELS

## OPPORTUNITY

Alberto Culver, acquired by Unilever in 2011, is the owner of popular personal care and beauty brands TRESemmé, Noxzema, and V05, among others. In 2007, the company knew they wanted to enter the dry shampoo market under the TRESemmé brand, but first, to get it right, they needed to delve into the daily hair care habits of women and truly understand lifestyles, daily beauty routines, and challenges with hair care.

## APPROACH

The My Beauty Café Community, comprising 400 members, was Alberto Culver's gateway into daily female hair care and beauty regimens. About half of US women do not shampoo on a daily basis, so Alberto Culver continuously listened to member conversations regarding unmet needs, frustrations, and insecurities surrounding the way they looked and felt on days they did not shampoo. Throughout the course of these conversations, one surprising and universal truth was revealed: most women grapple with feeling clean and rejuvenated on non-shampoo days.

With this knowledge in mind, Alberto Culver worked with consumers to co-create the TRESemmé Fresh Start Dry Shampoo product line. Consumers had a hand in every aspect, including initial product ideation, concept refinement, product sample testing, input on packaging, and marketplace messaging and advertising. "Our community members were an invaluable resource in helping us better understand the emotional and functional need-gaps women face on the days they do not shampoo," notes Mary Ann McNulty, Associate Manager, Global Hair Care, Alberto Culver. "These learnings guided the product development, positioning, and communication of the Fresh Start promise."

## IMPACT

Thanks to a commitment to co-creation with consumers, Alberto Culver launched the TRESemmé Fresh Start Dry Shampoo product line in January 2010 with confidence and to resounding success. As Cynthia Nelson, Senior Manager, Global Hair Care at Alberto Culver explains, "We have been able to leverage our hair care beauty community on so many fronts — from early-on identification of needs and getting deeper into the female hair care psyche, all the way through to packaging and communication optimization for initiatives going into market. Fresh Start is a great example of how we were able to listen to the consumer and use her throughout the creation and refinement process, resulting in real brand and category growth."

The launch helped to establish a sizeable dry shampoo category in the mass channels. Fresh Start was the number-one brand in the dry shampoo mass channel in both volume and value, with first-year retail sales exceeding \$7.7 million, and year-two sales surpassing the first year's revenue. Fresh Start Dry Shampoo is the sixth-best-selling SKU in the overall styling category in mass channels (source: IRI 26 wk \$ sales, May 08, 2011).

*"We made our initial commitment to engage in a 360-degree conversation with our consumers, through a partnership with Communispace. The investment has more than paid back and our communities have been a key strategic tool to help us keep the consumer at the heart of everything we do."*

**PAMELA HARTING,  
SENIOR DIRECTOR, CONSUMER INSIGHTS,  
ALBERTO CULVER**



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