

CLAIROL®

Wella/Clairol

Delivering data-driven targeted user insights and digital content strategy

Project date: 2017

Eric Shumake: UX Strategist

Context:

Clairol is a personal hair care-product division of Wella, specializing in hair coloring and hair care with annual revenue of \$2 billion. Clairol manufactures hair-coloring products sold under the brand names "Natural Instincts", "Nice 'n Easy", and "Perfect Lights".

Challenge:

Clairol was looking for user insights to optimize their international marketing efforts. A deeper understanding of Clairol users was needed to focus and prioritize strategic and tactical product decisions.

Solution:

Researched all major competitor's online marketing strategy of paid, owned and earned media to develop a comprehensive media matrix informed by the personas and shopper journeys.

Results:

- Developed a suite of six detailed shopper personas and journey maps based on Clairol's major customer and market segments with demographics, psychographics and media touch-points.
- Mapped out the ideal customer journeys for each persona based on product affinity, behavioral metrics, and media consumption to discover key leverage points in the market.
- Provided a matrix of best-practices for paid, owned, and earned media strategies across all digital and analog touch points.