

Pantene Case Study: brand renovation driven by innovative research

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Abstracts

Introduction

Pantene relaunched its haircare range globally in June 2010 amid a flattening haircare market and falling market share. The brand undertook a thorough research project aimed at contextualizing the 'bad hair day'. Findings from the research allowed Pantene to gain a better understanding of the perceived importance of healthy hair, as well as help improve the brand's creative executions

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Value-for-money is a key consideration in consumers' choice of haircare products

The recession-induced 'trading down' effect was evident in the haircare category

Private label threat in personal care is small but imminent

Pantene's market share slipped during the recession

Pantene is a top-selling drugstore brand in the US

Lower-priced shampoos have chipped away at Pantene's market share

Pantene undertook thorough product and consumer analysis in order to win back customers

A comprehensive consumer research effort sought to demystify the 'bad hair day'

Proctor & Gamble reorganized the Pantene range to cut through the 'wall of white'

Consumer research findings helped inform the brand's new advertising campaign

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