APPENDICES

Building an authentic purpose-driven brand

Incorporating brand authenticity in the early brand development for purpose-driven brands.

A case study for Forestwise

MASTER THESIS BY
JILL SETJADININGRAT

Author
Jill Setjadiningrat
Jmsetja@gmail.com
Jillms.com

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Msc. Strategic Product Design
Faculty of Industrial Design Eng.
Delft University of Technology

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Content

B. Expert interview

Interview guide

Research topic: Brand authenticity and purpose brands (expert interview)

Main research question: How to build an authentic purpose brand?

Sub-questions:
- What is a purpose-driven brand?
- What does an authentic brand mean to you?
- How is authenticity perceived?
- What are the things to consider in building brand authenticity?

Sub-topic 1: The role of brand purpose in the branding process.

Opening question: Can you tell me about what you do for a living?

Follow-ups/probes:
- What kind of brands have you been working for?
- How does a branding process look like? Can you describe it?
- What is your definition of a purpose-driven brand? (consistency, authenticity, relevancy, clarity, personality/passion)
- What is an example of a true purpose-driven brand? Why?
- How does a branding process for a purpose-driven brand look like? Is it different?
- What are (other) challenges when developing a purpose-driven brand? (authenticity)

Sub-topic 2: Understanding the role of authenticity in a brand.

Opening question: What does authenticity mean to you?

Follow-ups/probes:
- What does authenticity for a brand mean? What does an (in)authentic brand mean? Can you give an example?
- How important is creating an authentic brand for you?
- What are methods/tools/ methodologies you use in the branding process to establish an authentic brand?

Sub-topic 3: Understanding the relevance of brand authenticity attributes.

Opening question: How do you evaluate if a brand is authentic?

Follow-ups/probes:
- What aspects do you consider in order to evaluate a brand? What kind of information do you need in order to evaluate the brand?
- How do you translate authenticity in the branding? What's the most effective way? (driving factors)

Expert interview excerpt

James Whittaker is a product designer, packaging designer and a brand strategist with his own company Sycamorethree. In his career he has been working with multiple brands, mostly hardware (product) brands. In addition to this, he worked with local brands on the rebranding of a diary brands, such as Tjolk and de Friska. He believes that every brand should have a purpose above profit and believes that most things you care about other than money are good.

Sub-topic 1: The role of brand purpose in the branding process.
Opening question: Can you tell me about what you do for a living?

 "Every brand on the planet should care about more than just money."

Most brands have a stated value other than money. But when we talk about 'protecting the environment', we're at another level above. But aside from which level, all of it should be true and they should believe in it. Whatever the value they state, they should be authentic about it, not making up marketing bullshit. I believe consumers can smell a rat. They can smell when a company doesn't really believe in what they're saying. Credibility comes later.

The branding process hasn't changed, it's still a value. It's still taking values and crafting them experimentally. As long as a brand is honest about what it says it believes in, then what you are doing is a translation of the value through visual, graphic design and words. A direct

translation of it. The clearer the value is, the easier to pin it down and the easier to design from it. Identifying guiding principles is essential. All of these guiding principles are pools of explorations. Even in one value, there are lots of different takes on it. So, having the same purpose is not necessarily a bad thing, as long as it has a different take on it than others.

"The Body Shop, we focus on body because beauty is about the body. Their primary aim is body driven, very close behind that is 'not tested on animals'."

"All companies have to make money and have to grow. There's always this tension between making money and doing good. "

Sub-topic 2: Understanding the role of authenticity in a brand.

I think, now authenticity overrides everything. A luxury car maker doesn't care particularly about the materials, it's all about luxury. If a luxury car maker cares about the environment than they shouldn't make luxury cars. Nobody cares if Lambourghini says they are a bit more environmentally friendly, because it's Lambourghini. But if it was Tesla, the consumer who buys it, cares about that stuff, so they'll care about that stuff. Authenticity rules, but authenticity is only a lay over what you state.

"It has to be authentic. You have to be open about what you really stand for."

"Authenticity rules, but authenticity is only a layer over what you state. You got your values, this what I state I'm all about. People expect the brand to be authentic, today and then you got to prove it by your actions."

<u>Sub-topic 3:</u> Understanding the relevance of brand authenticity attributes.

"People measure your authenticity by your actions. And actions give credibility."
Credibility is a dealbreaker, as Ratner's effect has proven. But authenticity used not to be necessarily a dealbreaker. However, we are in the age of authentic brands. Couple of years ago, brands have sub-brands where they don't have any expertise in, just because it's an opportunity. Now, brands are sticking to what they are specialized in (their purpose) to be credible."

Authenticity doesn't necessarily mean that time is needed to evaluate a brand on their credibility. It can be through their graphic design. Graphic design goes a long way to stating that credibility. And most decisions are made in the supermarket and there it's where the consumer decides if a brand is authentic or not. Product innovation workshop and branding are interlinked. First brand experience is important in the branding. Brand name that is not descriptive, calls for sense for purpose, but consumers would find it hard to pin down a clear picture of the brand and that impacts credibility.

C. Case studies

Set-up

1. How do (low & high involved) consumers develop perception of brand authenticity for new purpose driven brands in the natural cosmetics industry?
2. How to develop a true purpose-driven brand?
3. How do consumers develop perception of brand authenticity?
4. How to develop perception of authenticity for new/young brands?
5. What are the building blocks for developing an authentic purpose-driven brand?

The aim for the case studies is to investigate the influences of brand authenticity attributes on purpose brands and therefore give an answer to the sub-question on the building blocks for developing an authentic purpose-driven brand. Case studies creates the bridge between literature and practice. It generates a better understanding of consumers' perception on purpose brands and can validate findings from the literature review by looking at different cases. A combination between desk, - and qualitative research is conducted in order to build the case.

The set of cases are selected upon several criteria; it represents an unusual or atypical example of an authentic purpose brand; it provides important insight or illuminates a hidden problem affecting authenticity; it challenges and offers a counter-point to prevailing assumptions; it provides an opportunity to pursue action leading to the resolution; it offers a new direction in future research (Mills et al., 2010).

The cases are selected on several criteria; Are they purpose-driven?; Does the brand have a distinguished spot in the consumer's mind?; Basing on types of purpose; Purpose brands and cosmetics (purpose) brand; Which factor is more effective in being perceived as authentic? Accompanied by consumer interviews

The selected cases to study are; Ace & Tate, a fashion eyewear company with a transparent supply chain which minimizes the selling price. This purpose brand represents an example of providing customers transparency and is an example of seizing an opportunity in their market. They started as an online brand and are able to expand with physical stores throughout Europe. Lush cosmetics, an organic and fresh cosmetic established brand. This case represents an example of an established purpose brand in the cosmetics and beauty industry and insights from this case can contribute to context factors.

After gathering information through desk research, two qualitative interviews with two current customers of the selected cases are conducted. The participants were selected on their gender, occupation and age. The aim for the interviews is to find out the relation between the drivers of consumers' brand choice and a brands' purpose. Furthermore, the case studies help to evaluate on the conceptual framework. Desk research and qualitative interviews help to assess the brand on the attributes of the framework.

Interview guide

Research topic: Brand authenticity and purpose brands (consumer interview)

Main research question: What are the motivations for consumers to buy from purpose brands? To what extent is authenticity an important factor for purpose brands?

Sub-questions:

- What are factors consumers consider when purchasing from a brand?
- What makes a brand purpose-driven (according to consumers)?
- What does authenticity mean for consumers? What are the associations?

Sub-topic 1: Understanding consumers purchasing behaviour (brand choice)

Opening question: When was the last time you bought a product from CASE brand?

Follow-ups/probes:

- Have you purchased something from this brand? How often?
- Where did you buy it? (instore or online)
- How did you come acquainted with the brand? Through which means?
- What factors did you consider before buying? (availability, price, brand)
- What is the reason for you to buy this product? From this brand?
- How important is the brand for you (in that particular product category)? Which brands did you consider before?
- What do you look for in a brand in general? (reputation, aesthetics, purpose, exclusivity)

Sub-topic 2: Understanding consumers perception of purpose-driven brands

Opening question: What do you think the purpose of the brand is? What is the value they want to give their customers?

Follow-ups/probes:

- How do you base this upon?
- (give explanation about purpose-driven brands)
- What brands pops into mind when thinking of a purpose brand?
- What do you base this upon? How do you gather this information? (evidence-based; certifications, impression-based; word-of-mouth, website, social media, self-referential;)
- How much credibility to do you give to these cues?

Sub-topic 3: Understanding the role of brand authenticity for purpose brands

Opening question: How would you describe authenticity? What do you associate it with?

- Do you agree with this definition? What don't you agree with?
- To what extent do you think this brand is authentic?
- How important is the authenticity of a brand to you?
- Can you give an example of an authentic brand? Why?
- What about an inauthentic brand? Why?

Key takeaways

Ace & Tate

- Question everything about traditional brands or traditional market. Question everything you do. Have a different vision from other brands in your industry. Be different from traditional ways. Look at traditional ways of doing and do it then differently.
- Use of a new (disruptive) service in eyewear. Home try-on.
- Look for proof of concept in other countries.
- More and more things are sold online. Even things you wouldn't think of at first.
- Build a community from the early start people want to be a part of.
- Team is important. Culture is essential. Culture-fit is more important than skill-fit.
- Work with smaller influencers (1-10.000 followers) works better. Looking for authentic people.

LUSH cosmetics & The Ordinary

- In cosmetics/skincare, quality of the product and ingredients are more important than the purpose of the brand.
- It needs to be healthy for the skin, people
- Consumers are willing to pay a premium price if it's healthy for their skin.
- Enticing the self also plays an important part in choosing Lush
- People don't buy their products online, but through physical stores. However, know the brand through word-of-mouth and social media.
- Scent and colors play a big part in brand choice.
- Their purpose come across to customers and supports in making them feel good when buying the product.

"Ace&tate gives off a 'level of sophistication' vibe and it's what I really like to achieve. Even though, I feel like I'm not there yet, I do feel I fit into the Ace&tate community and feel connected to the brand."- Roz, Ace & Tate customer

"I find Ace&tate authentic, in a sense that it's a Dutch brand. They show that they're Dutch but still have an international vibe to it. You can see the Dutch tradesmen mentality in their expansion to other cities but still have the same philosophy. They stick to one concept which is what I appreciate and like." - Nygel

D. Internal analyses

This appendix elaborates on the creative session with the internal team of Forestwise. The aim of the creative session was to create an understanding about the brand's purpose, vision and mission. Also, personal ambitions were discussed.

Purpose

Find the authentic purpose of the company through drawing the problem.
Discuss personal perspectives (purprose) on the problem.

Exercise 1: Draw the problem - Getting to the core

A1/A0
Blank sheet

A shared understanding on the problem with the group and fruitful discussion on the brand's purpose.

Exercise 2: Write/draw personal purpose - Personal drivers

Post-it

Understanding each other's drive is important in creating a brand's purpose. Also to see whether the brand's core team is a match.

Exercise 3: Write down the purpose

Your brand purpose should be built around the most meaningful impact you can have on a customer that they will find hard to get anywhere else.

- Consistency   Impact:
- Authenticity
- Relevancy
- Clarity
- Personality/Passion/Inspiring

Purpose

The twatosphere

The reasonable reach

The seller's cellar

How high should your purpose be?

Competitors' purpose

Mission

Find the authentic mission of the company through system drawing with the involved stakeholders.
What role can the brand play in changing the (chain) system.

Exercise 1: Draw the involved stakeholders

Brand

Create an overview on the involved actors in the system. (consumers, competitors, government, farmers etc.)

Exercise 2: Connect the dots

Brand

How are the actors involved with each other? Who influences who?
To find out where the brand can make an impact.

Exercise 3: Write down the mission

How to achieve the purpose. Through what means and which costumers.
What kind of experience do you want to create?

- What do you do?
- How do you do it?
- Who are you doing it for?
- How does it helps them?

- Authenticity
- Credibility

Fig 1.Creative session set-up

Vision

Create a shared vision for the brand. By taking into account the purpose and mission of the brand.

Exercise 1: Create a future newspaper

Exercise 2: Find commonalities

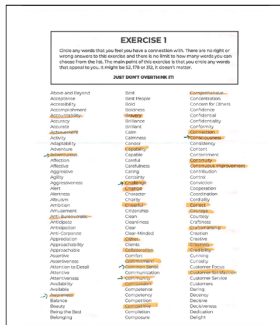Present each newspaper to each other, find commonalities and highlight elements that you like for each newspaper.

Exercise 3: Write down the vision statement

- Time

Find personal goals for the brand.

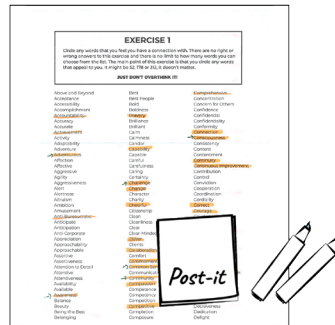**Brand values**

Find relevant brand values for the company.

Exercise 1: Cheat sheet

Highlight and create an overview of values that speaks to you (personally).

- Select 20 out of the highlighted values.
- Select 10 out of the highlighted values

Exercise 2: Cluster values

Present the 10 values to each other and cluster them together. Create an overarching cluster name for each cluster.

Choose 2 values that will be highlighted in the brand narrative

Fig 2. Creative session set-up

Results of the design activity Brand purpose
- » *People consume products containing palm-oil*
- » *Multinationals need palm-oil for their products.*
- » *Palm-oil plantations are dominating the rain forest.*
- » *Local people needs basic living needs.*
- » *Deforestation ruins natural habitat of wildlife and the local people's life.*

Results of the mission & vision exercises:
- » *Reverse the rainforest area back to original state with new orangutan population.*
- » *Inspiration for other brands.*
- » *Empowering the local people to sustain the rain forest.*
- » *Ban on mono-culture plantations.*
- » *Transparent supply chain in the cosmetics industry*
- » *Natural & raw ingredients in cosmetics*

Purpose   Elements: deforestation (observation), forest value (solution), wild harvested (solution), local farmers (how), palm-oil plantations (problem)
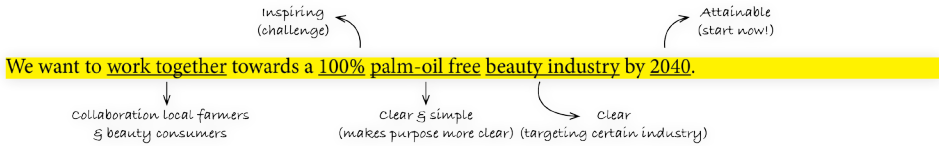
Our purpose is to reverse deforestation caused by palm-oil plantations by creating forest value through wild harvested products and supporting the local farmers.

Our purpose is to reverse deforestation caused by palm-oil plantations by supporting the local farmers in creating forest value through wild harvested cosmetics products.

Desired impact   Observation (Problem)   Root of the poblem   Means for the solution / USP

==Our purpose is to reverse deforestation caused by palm-oil plantations by empowering the local farmers in creating forest value through wild harvested rain forest cosmetics.==

Solution   Part of the solution   Plays a part of the problem
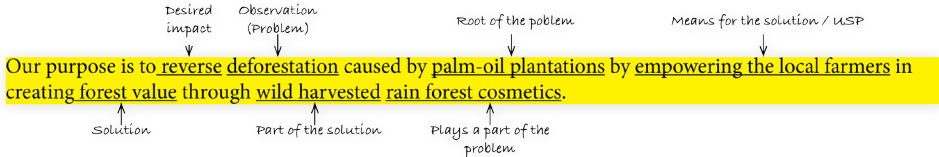
Our purpose is to reverse deforestation caused by palm-oil plantations by creating forest value through wild harvested (cosmetics) products, together with local farmers.

Vision   Elements: time frame (2040), concise, clear, simple, inspiring, attainable

Inspiring (challenge)   Attainable (start now!)

==We want to work together towards a 100% palm-oil free beauty industry by 2040.==

Collaboration local farmers & beauty consumers   Clear & simple (makes purpose more clear)   Clear (targeting certain industry)

We want to revert the orang-utan population back to the original state caused by palm-oil plantations in the rain forest by 2040.
==We want to work together towards reversing deforestation by 20% by 2040.==

Mission   Elements: who (beauty consumers), what (nourishing every body), how (natural rain forest products) (honest experience)

Let beauty consumers experience undiscovered benefits of pure rain forest cosmetics products (and 100% palm-oil free) on every body (proposition to be decided and checked with potential consumers).

==Our mission is to create an honest experience for beauty consumers to discover the nourishing benefits of natural rain forest products on every body (proposition to be decided and checked with potential consumers).==

Beauty term & expansion opportunities   Related to the transparency and fair working conditions   Multipurpose illipe butter & expansion opportunities   Using beauty terms

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Brand values   Elements: Reverse deforestation, forest value, wild harvested, local farmers, palm-oil plantation

- Empower the forest guardians
- Make impact
- Dare to be different
- Be optimistic
- Respect for nature
- Be inspiring

Fig 3.Defining statements

Addressing B.A. dimensions with the brand values

Continuity is addressed by the 'Be inspiring' brand value. This brand value suggest that the brand wants to be a source of inspiration for people, which transcends time, it's timeless.

Credibility is addressed by the brand value 'Be transparent'. With transparency in the supply chain, and having no middle men in the chain, suggests a sense of honesty to fulfill its claims.

Integrity is addressed the most by the brand. 'Respect for nature', 'Make impact' and 'Empowering the forest guardians' all suggest a sense of virtue.

Symbolism is addressed by 'Dare to be different' and 'Be optimistic'. Daring suggest an attitude that consumers can relate to or aspire to be. 'Be optimistic' suggests a positive point of view, which consumers also identify with

E. Industry analysis

This section elaborates on the industry analyses. The aim for the analyses is to gain an understanding of the industry characteristics, the biggest players, trends and developments regarding the industry.

Competitors analysis

The competitors are analyzed through desk research and are analyzed on product category, brand purpose, pricing trier and unique attributes (see list on the next page).

After conducting the competitors analysis, industry characteristics are found:

» *Skincare category has the most potential*
» *Has a beauty background*
» *Based on science*
» *Use of natural ingredients or farmingt*
» *Direct 2 consumer (with supplier)*
» *Indie brands are rising*
» *Sustainable certifications*

Trend analysis

During the fair in Paris, where Forestwise also participated in, beauty trend experts were approached for an informal interview where insights are gathered. In addition to this, desk research on trends and developments in the beauty industr were analyzed. Synthesizing desk research and insights from beauty experts, five main trends emerge: Beauty is clean, beauty is connected, beauty is bespoked, beauty is wellness, east meets west.

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References:

- Nielsen (2018) The future of beauty.

- JWT intelligence (2018) The future 100 report.

- Mintel (2018) The sub-zero waste: 2019 global beauty and personal care trend report.

- Social Standards (2019) Beauty predictions report.

-NPD group (2018) U.S. Prestige Beauty industry sales grow 6 percent in 2018.

	Trend
Demographical	Gen Z travelers
	Xennial camping
Economical	Women and money
	Future of money: visual shift
	S-commerce
	Influencer economy evolves
	Layaway rebranded
Political	Xennial politicians
Ecological	Hair food
	Waterless future
	Vegan luxury
	New sustainability
	Material innovation
	The primary pledges
	White space for upcycling
	Minimize your story
	Natural and organic attributes as the norm
Social	Mothers of ambition
	Reframing masculinity
	Instagram backlash
	Elevated petcare
	Brand therapist
	Inclusive design
	DNA dinners
	Virtual influencers
	The 'it' lip
	Un-tabooing the last frontiers
	Gesture based packaging
	Transformer make-up
	Proprietary packaging
	Fantail
	Woke luxury
	Nutritional snapping
	Empowering adolescence
	Rebooting men's wellness
	Zero-waste lifestyle
	Free from predefined categories
	Clear objectives
Technological	Humanizing tech
	Social media wellbeing
	Sound empires
	Unexpected formats

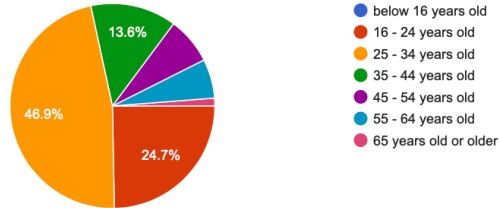| Name brand	Product category	Purpose	Tier	Product lines (categorization)	Additional comments
Glossier	Decorative cosmetics	Natural look. Enhancing your perfection. Democratize beauty	Low	Skincare, makeup, body, Fragrances, Mostly sold in duo's, cult fav. balm. Dotcom	Focus on application of product
Meant	Skin, Personal care, Multipurpose, Hybrid	Keep it simple. Gender don't need different products.	Low	Shower (context place based)	
Laurens All Purpose Salve	Skin	Looking at the benefits of the ingredient.	Budget	Same ingredient/formulation: different sizes	
Vaseline	Skin	Jelly petroleum	Budget	Lip, all purpose	
Origins	Skin, personal care, decorative cosmetics	Products based on nature	Mid-low	Skincare, bath&body, makeup	
The Ordinary	Skin	Transparency. Pure ingredient. Personalization. Focused on functional	Budget	Base it on formulation and ingredients	
Aviology	Decorative cosmetics	Vegan 100% evil free. Palm-oil free	Low	Base it on colours, payoffs	
Drunk Elephant	Skin	Choose on biocompatibility for skin	Mid-low	Base on function/skin needs	
Tata Harper	Skin	Transparent. Premium	High-mid	Base on skin needs and benefits	
Milk makeup	Skin, Decorative cosmetics	Inspired by community. Form of self-expression	Low	Base on skincare, makeup	
BYBI	Skin	Instagrammable natural products.	Budget-low	Base on skin benefits	
Lush cosmetics	Skin, hair, personal care, decorative cosmetics	Fresh vegan handmade products not tested on animals	Budget-low	Personal care, body, face, makeup, fragrances	
Burt's bees	Skin, Personal care, decorative cosmetics	Natural look, natural ingredients. Benefits of beeswax	Budget-low	Lipbalm, Makeup, Skincare	
Comme deux	Skin, Decorative cosmetics	Inspired by community. Freedom in beauty	Budget-low	Based on skin it benefits	
Herbivore beauty	Skin	Daily bathing and skincare rituals should be enjoyable, away from hectic routine	Low	Face, body, Based on skin needs	
Then I met you	Skin, Personal care (cleansing)	Making efracious, transformative products. Take a breath and calm down	Low	Based on function (cleansing)	Only two products
Felt formula	Skin	Skincare routines for everyone. Texture and formula obsessed.	Budget-low	Base on routine and skin needs	
The Body Shop	Skin, Personal care, hair, decorative cosmetics	Empowering communities. Enrich not exploit	Budget	Based on ingredient	
Dr. Hauschka	Skin, decorative cosmetics	Nature inspired. No other stakeholders involved.	Low	Based on fuction and body parts	
Glow recipe	Skin	Inspired by K-beauty	Low	Based on skin types, concerns and routines	
Krave beauty	Skin	Create purposeful skincare products. Transparent. Truthful guidance	Budget-low	Based on series, skin needs (lifestyle)	
Anese.co	Skin, personal care	Beauty is fun. Keeping it real, only necessary ingredients.	Low	Body parts	Intimate body parts
Bliss	Skin	Spa-powered innovation to keep you glowing	Budget-low	By category, collection and concerns	
Farmacy	Skin	Farm to face beauty. Plant derived products	Budget-low	By category and collection	Put the benefits per the duration of usage
Lixirskin	Skin	Universal skin needs. Less is more. Based on formulation	Low	By formulation (ingredient) and benefits	
Purol	Skin	For every purpose for every body	Budget	By formulation, per category	
Sans(ceuticals)	Skin, Personal care (hair)	Use less products more frequently.	Mid-Low	By needs, category and ingredients	Nice description of applications for different uses
Lanolips	Skin	Based on the multifuncitoual ingredient. Lanoline	-	By category (body parts)	Interesting product lines strategy.
Pixi	Skin, decorative cosmetics	Designed for multitasking women on-the-go with no time to spare.	Budget-low	By category (skin needs), solution (skin benefits), collection	Focussing on on-the go
Moonjuice	Adaptogens (skin wellness)	healing force of raw as daily nourishment, beauty tools and high-powered natural remedies.	Mid-low	By category	
Rituals	Skin, Personal care	Enjoy every little thing you do. Live in the moment, take a step back and enjoy.	Low-budget	By category, ritual(fragrances)	
Weleda	Skin, Personal care	Bringing back nature into our lives.	Budget	By category and age, Baby, kids, men, pregnant	
Hej organic	Skin (lips), Decorative cosmetics	More heart in cosmetics. Bring back nature	Budget	By category (body parts)	
Eco cosmetics	Skin, personal care	Baby & kids. Usedby doctors.	Low-budget	By category (body parts and function)	
Hurraw!	Skin, decorative cosmetics	Plant based balms. Bee free, Shea free, Soy free, Palm free. Multipurpose	Low-budget	By scents	Own facility, creates flexibility in products
Suavina	Skin (lips)	Multipurpose salve with an 130 years old formulation.	budget		Use of their heritage
Sol Janeiro	Skin	Beauty is an attitude – a confidence that comes when you feel good in your skin	Low-budget	By category (body parts)	Use of the image of Brazilian women
Kiehls	Skin, hair, personal care	Healthier looking skin. Apothecary based.	Budget	By category (body parts and function), men,	
Dr. Pawpaw	Skin, multipurpose	Topical salve/ointment for dry lips and nose	Budget	One ingredient/formulation: balms with extra fragrances, papaya oil	
Barila Co.	Skin	Skincare for makeup lovers	Low	One formulation Balms with extra benefits	
Balm balm	Skin, personal care, multipurpose, Hybrid	Made from a natural base balm.	Budget-low	One formulation All balms, face care, body care, Fragrances, Baby	Nice variety of different products with same formulation
Goop	Skin, hair, personal care, decorative cosmetics, food	Making every choice count. By Juice beauty	High-Mid	By category	Short ingredient list
Fat and the moon	Skin, Personal care (cleaning), Decorative cosmetics	Ethically harvested/cultivated, inspired by the kosmos, palm-oil free	Budget-low	By abornment, aids, and moms& babies	Nice description of the ingredients
Loli beauty	Skin, Personal care	Inspired by beauty is food	Low	By category (skin needs and soilition)	See which base it has
Lo amsterdam	Skin (lips). Decorative cosmetics	Natural enhancement with natural ingredients.	Low	By body parts	Products have same base. Balm
Skin&tonic	Skin	Healthy glowy skin with less is more approach	Low	By product, by skin needs (concern)	
Remeie botanicals	Skin	Uses wisdom of ancient Australian usage of ingredients.	Low	All purpose salve	One product available
Aesop	Skin, Personal care	Effective quality skincare. Plant and labotory based	Mid	By category (function)	On skilled chemists
Naïf care	Skin, personal care	Less is more for baby's and kids (plus ladies) Van Baby's to babes. No nonsense	Bud-low	By age and category	For all skin types, use bio plastics
Cocovit	Skin, personal care (bath)	Base their product lines on the benefits of coconut oil.	Low	One ingredient: coconut oil	Interesting product lines strategy.
Andalou	Skin	Beauty is a choice	Low-budget	By category, collection	
Cocokind	Skin, decorative cosmetics	Clean and conscious skin for all	Budget	Base on skin concern, skinroutine, baby	

Fig 4. Competitors' list

E. Industry analyses

F. Online questionnaire

The following section discusses the online questionnaire (N=81) that have been conducted to gain an understanding about the market.

1. Which age category do you belong to?
2. Which gender do you identify yourself with?
3. The following statements are about your skincare routine. Please read the following statements and cross out the answer that represents your degree of agreement/disagreement with them.
4. The following statements are about your perception of natural skincare products.
5. The following questions are about your personal values and values you consider when purchasing skincare products.
6. The following statements are about the labeling of skincare products. The following statements are about skincare product category.
7. What attributes do you look for when purchasing your skincare product?
8. If you buy natural skincare products, please state where you buy your natural skincare products? (Tick all that apply)

» *Respondents are predominantly female, between the age of 25-34 years old.*
» *Respondents care about the environment, animal welfare and labour conditions. Labour conditions the most.*
» *Respondents find it important to live a healthy & conscious lifestyle and have the knowledge to do so.*
» *Respondents are content with their lifestyle, they don't think it's difficult to assess information on beauty brands' claim.*
» *Respondents would like some guidance to navigate the realm of natural beauty brands (make it easier).*
» *Product efficacy, usability and price-quality ratio are the most important factor they consider when purchasing from a brand.*
» *Some respondents make their own cosmetics (for personal use).*

Which age category do you belong to?

81 responses

- below 16 years old
- 16 - 24 years old
- 25 - 34 years old
- 35 - 44 years old
- 45 - 54 years old
- 55 - 64 years old
- 65 years old or older

The following statements are about your perception of natural skincare products. Please read the following statements and cross out the answer that represents your degree of agreement/disagreement with them.
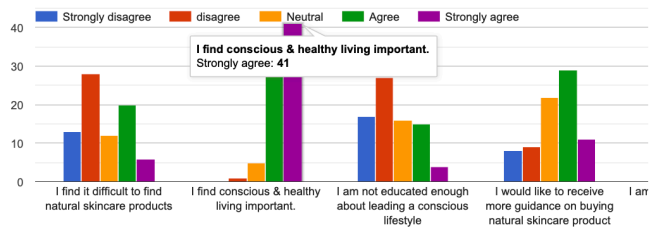
Please read the following statements and cross out the answer that represents your degree of agreement/disagreement with them.
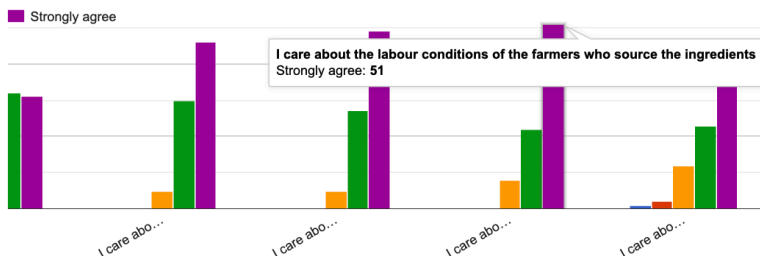

Fig 5.Screenshots of the responses

G. Guiding principles

The development of the guiding principles going through multiple iterations.

» *Using natural, organic ingredients*
» *Based on science*
» *Healthy & conscious lifestyle*
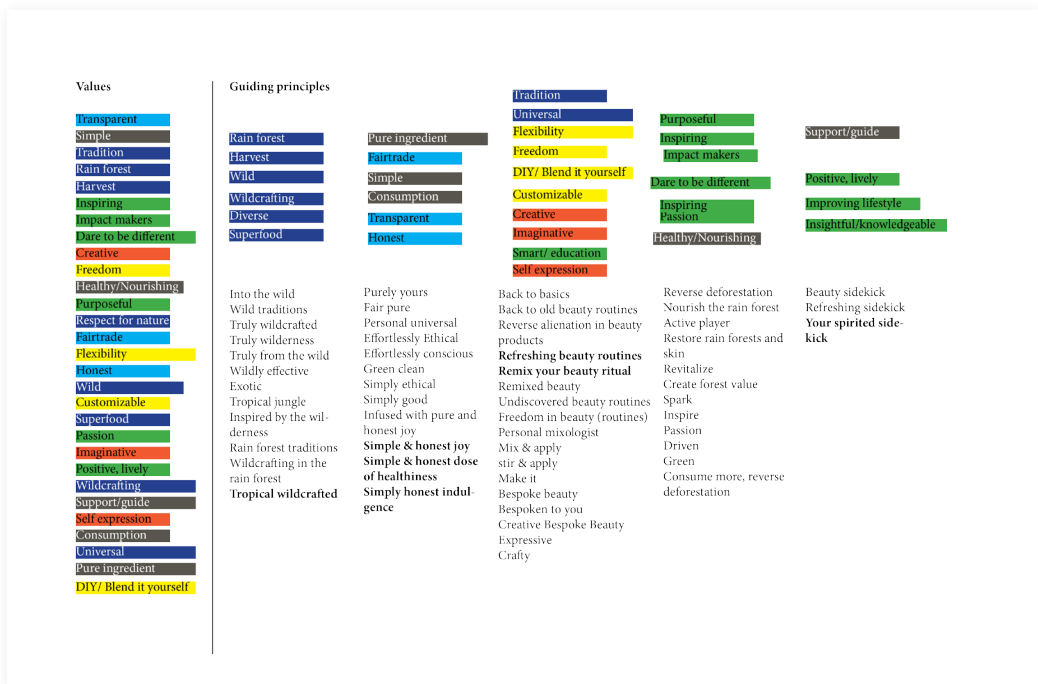» *Nourishing benefits*
» *Stop deforestation*

Fig 6.Gathering all brand attributes

Consume
less

Don't use the
rain forest

Stop
deforestation ⟷ Consume
more

Exhausting
nature

Using natural,
organic
ingredients ⟷ Work with
nature

Self-care
is good for
you inside
and out

Feel good
about
yourself
and life

Nourishing
Skin ⟷ Make them a
better caregiver

Good habits
takes time &
effort

Clinically tested
Evidence based

Healthy &
conscious
lifestyle → Easy and low
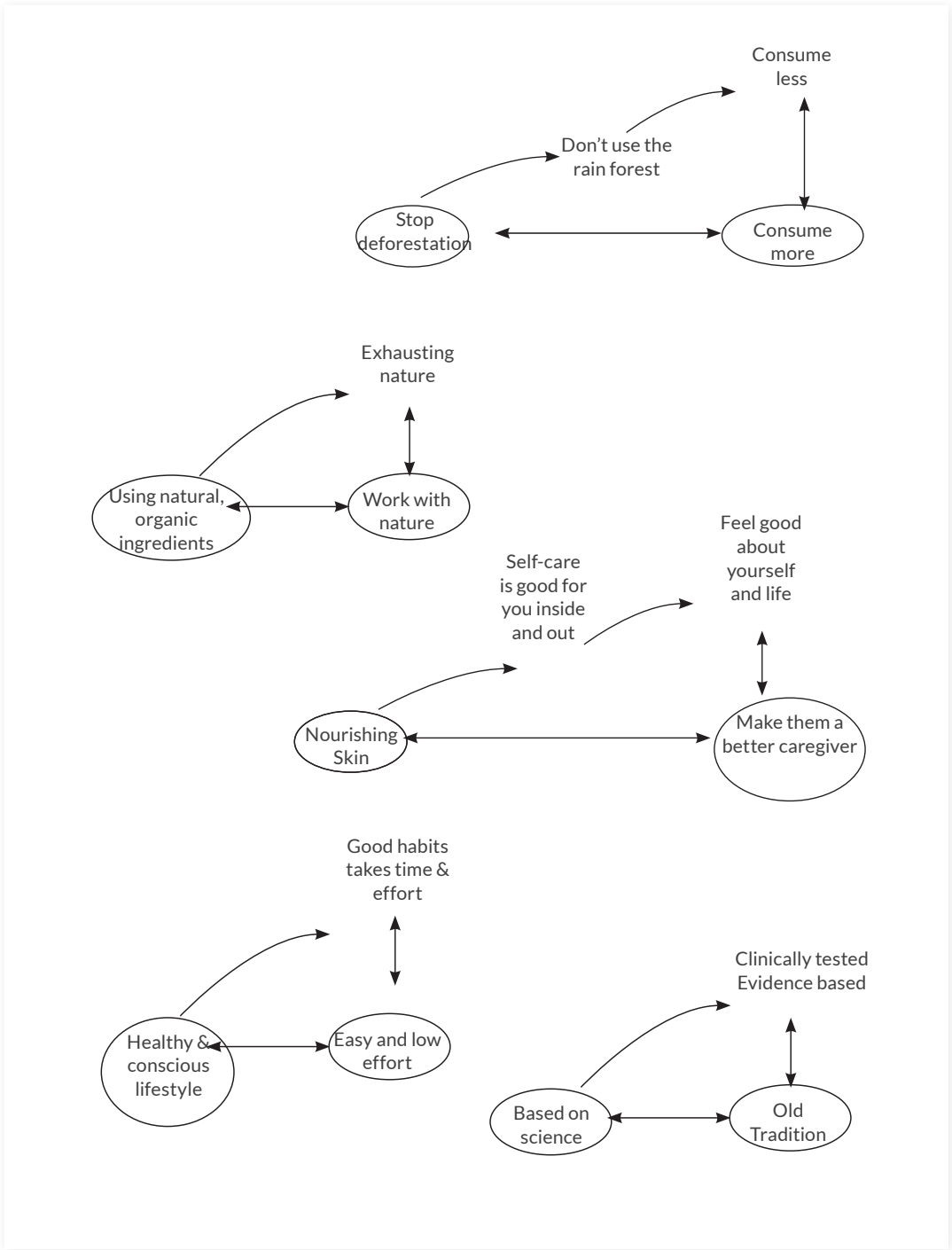effort

Based on
science ⟷ Old
Tradition

Fig 7.Using bipolarity of the industry values to guiding principles

H. Brand proposition

Fig 8.Positioning areas

I. Brand narrative

Heritage, contemporary and folklore stories are described in this section.

Heritage story
Dirk-Jan and Theo Smiths met while working for an Indonesian NGO in 2013. At that time Dirk-Jan decided to follow his girlfriend Alexandra Vosmaer, in pursuing her dreams of working together with the endangered orang-utans in Indonesia. In the meantime, Theo was looking for a new challenge after thirty years of working in The Netherlands. While working for the NGO, they experienced first hand the rapid decrease of the rainforest, the population of orang-utans and the quality of life for the local forest community caused by mono-culture plantations (e.g. palm-oil plantations). In addition to this, they have seen how the local forest community is consuming from the rainforest responsibly by harvesting ingredients. Many benefits can be found in these ingredients on the body and health. They fell particularly in love with the illipe nut, with its nourishing and healing qualities. In 2018, they decided to set up Forestwise with the mission to reverse deforestation and show the world the true nurturing value of rain forests.

Contemporary story
Current beauty industry works with multiple stakeholders to develop a cosmetic product. This makes it more difficult to provide consumers a transparent supply chain, which consumers can trust. Forestwise works directly with 500 forest farmers around the rainforest. Forestwise has obtained the fair for life certificate, which ensures responsible consumption of nature, fair pays and working conditions for the local farmers.

Harvesting is the most sustainable option to consume from nature. In addition to this, harvesting maintains high potency of ingredients, which affects the product efficacy positively.

Folklore story
The brand can bring opportunities for customers to tell stories about the brand regarding the skin benefits (Radiate natural beauty) of using the product. In addition to this, the brand should encourage customers to share their stories in how the brand fits and is able to improve their ' healthy and conscious' lifestyles. By encouraging consumers to share their stories, people are able to relate to the stories more and are able to reach people with similar lifestyles.

J. Design

The cues analysis of the creative session with creatives is described below. The results are applied and implemented in the brand book.

Radiate natural beauty

Indexical	Iconic	Existential
• Being able to see where it comes from	• More natural, the more healthier	• Want to feel proud & secure
• Back to the roots	• Natural & raw ingredients	• Be yourself
	• Tribal pattern	
	• Soft not hard	
	• Natural colors	
	• Fruity colors	
	• Simple not processed ingredients	
	• DIY - make feel proud	
	• Pregnant glow	
	• Kids are natural beauty	

Harvest with love

- Small quantitties
- Local sellers
- Dont harvest too much at once
- Certificates

- Fairtrade
- Natural ingredients
- Showing inconsistency and flaws
- Variations in the product (not all are equal)
- Fruity and warm colors
- Natural packaging (from the nuts)
- Personal note from harvest
- Make connection with you and the farmers
- Reusable packaging

- Connection with local farmers
- Surprising (new ingredients)
- Looking for adventure

Protect the rainforest

- Passing on the knowledge
- Share story
- See the benefits of the rainforest
- Understand the whole system
- Provide facts about the rainforest (before & after)
- How many trees/nuts are in the product and saced.

- Show passion for nature
- Be positive
- Choose the rainforest you want to save

- Help future genertions
- Achieve something together
- Build a communuty

Learn from traditions

- History behind product & ingredients (explained by locals)
- Show local process
- Research benefits

- Rain smell
- Tribal patterns
- Natural, wooden
- Red/brown color
- Braided packaging
- Asian descent
- Homemade
- Make it feel like home
- Make persona's
- Present tradition in an exhibition

- Feel connected to ancestors
- Build trust
- Link them to the rainforest

Harvested with love

We are committed in offering qualitative product...
We show our commitment through the responsible
& respectful manner of harvesting our ingredients.
We do this with the local forest farmer, who ...
how to do this the best. This is how we discov...
deliver harvested rainforest products that we...
our customers.

Creative notes:
- Discovering value
- Sense of responsibility & care
- Commitment to quality
- Human touch
- With integrity

Good for you and for th...
- Fruity
- Warm colours
- Honest

respect
being thankful

local sellers
i.p.v
massa

local farmers
connection
with them

- not. mass production
  to more authentic
- [23+]

small
quantities

Fair

equality /
fair trade

- individual
- variations in the product (unique)
- flaws and inconsistent quality are okay

sustainable :
not harvest the ... at once

SURPRISING
(new ingredients)
adventurous
ontdekken

Nature!
(ingredients)

understand
the whole system,
can have complex and
unexpected consequences

Is the benefits
of the rainforest?

- Always with a purpose
- Professional care
- Traceable - measurable impact

- Secure
  Garding
- "Forest Police"
- passionate for nature

translate small scale solution
to other places/ whole world

achieve something
good / big
together

help the
use
little ones

The next generation
- take care
- be responsible

positive :
we have a solution
to the problem

Nature is beautiful
protect it

Bescherm
anderen (dieren/
planten)

Proven efficacy by tradition

We gather our rainforest ingredients wisdom
from local forest people. The ingredients...
been used for many years in their traditi...

Creative notes:
- Inspired by tradition
- Beauty remedies
- Rediscover old

- it really works!
  > Trust
- Raw smell
- Taste patterns
- natural, woody
- Asian

trust
used for many
years

History
&
Story behind the
product / ingredients

- authentic
- real
- natural

HOMEMADE

van de chinezen
ANCIENT tech
technician

probleem
voelt at
thuis?

- wisdom
- collective knowledge

respect and value
the tradition and
culture

feel
connected to
ancestors

- kind
- not complicated
- like new basics

- also other tips + tricks?
- samples good ...
- beauty without guilt
- no unnecessary luxury

making
an impact

personal
support

Guiding towards
- goal / solution
Do it together
- beneficial for
  all parties

Doing sth
good from
the other side
of the world

- not feeling
  guilty when
  you use/buy sth

Brand narrative storyboard

The scenes for the brand narrative animetion is presented in *figure 9.*

1.Rainforest. Some call it wild, some call it a jungle, but we call it nutritious.

2.But we call it nutritious.

3. The rainforest holds many beauty secrets

4. such as the illipe nuts.

5. Illipe nuts are full of noroushing benefits for your face, body and hair.

6. But the current beauty industry are using the rainforest by planting palm-oil plantations.

7. Palm-oil plantations causes defor-estations which affect the habitat of orang utans

8. and the livelihood of the local forest community

9. We are passionate at making a change in the beauty industry

10. by working directly with local farmers to harvest the illipe nuts

11. and bring the wonders of the rainforest to you.

12. With this approach, we create more value for the forest than palm-oil plantations ever will.

13. Together, we empower the local forest community to protect the rainforest

14. and work towards a palm-oil free beauty industry.

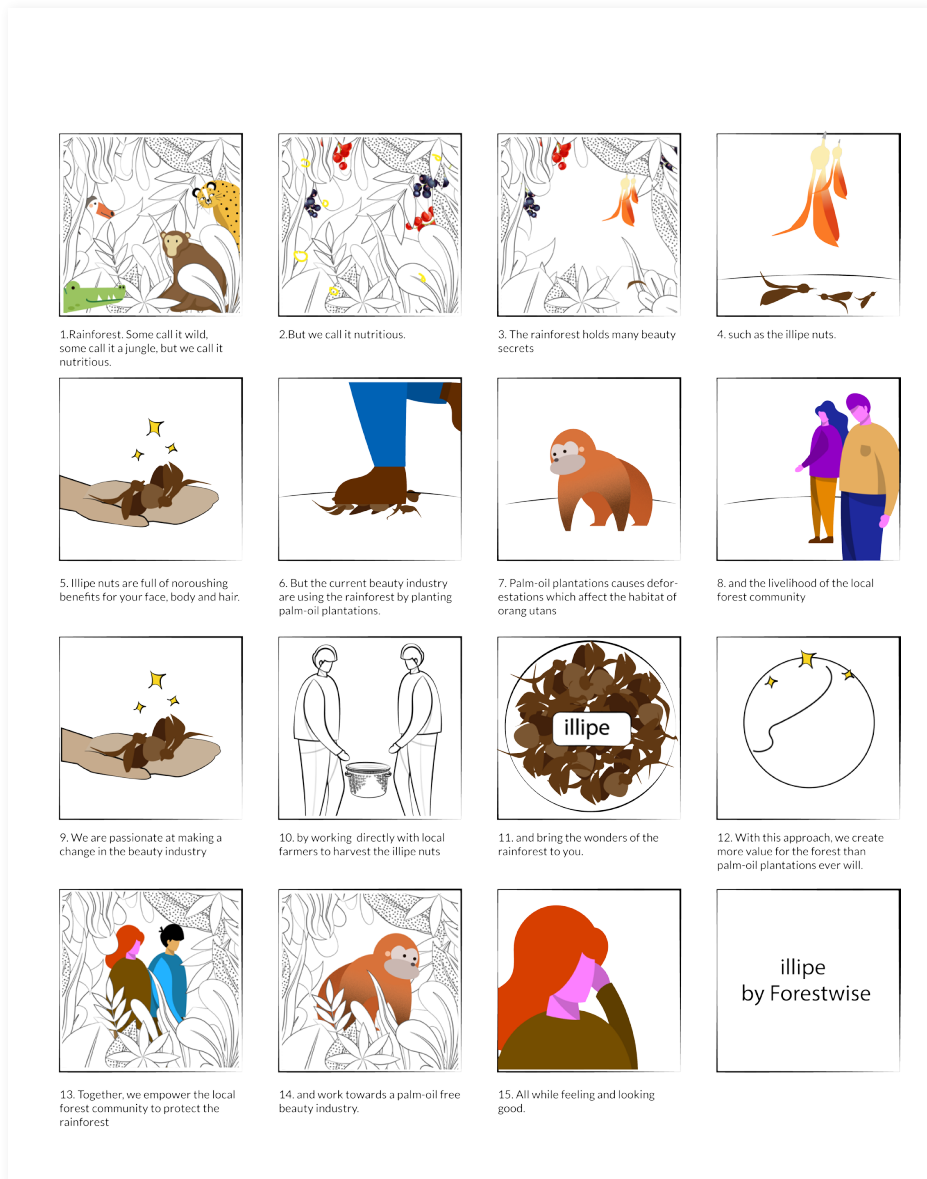15. All while feeling and looking good.

illipe
by Forestwise

Fig 9.Storyboard

K. Additional literature: Launch strategy

In the first part of this section, additional literature and research is conducted to gain an understanding about the most effective manner to launch a new brand. By the end of this section, insights are gathered which informs the design brief.

For the launching strategy, the 'See-Think-Do-Care' framework by Google (2015) is utilized. The model describes the importance of content strategy when launching a new brand with new customers, where 'reach' is the main objective of the campaign.

"You want people to think about you, your product, the benefits you provide etc., as it increases the likelihood of sales when people start to become interested in buying something from your industry."
-About building awareness
(Google, 2015)

A strategy to grow business, is to drive fast recognition through branded communication for the see-stage and to build relationship with the customer for the think-stage (Kaushik, 2013; Google, 2015). According to marketing consultancy, Pauwr, effective marketing strategy for the see,- and think-stage are the use of social media, search engine optimization (SEO), display, Youtube and search engine marketing (SEM) (Pauwr, 2016).

Time pacing strategy
An important factor for an effective launch strategy is the duration of the launch campaign (Later agency, 2019). Snappy,
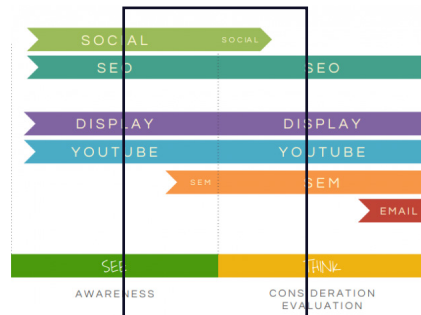

Fig 10.See-think-do-care model by Google (2015)

Fig 11.Effective marketing strategies by Pauwr (2016)

fun and engaging are the characteristics of an effective launch strategy, especially on social media.

Launching physical products may need a two month planning prior to the launch campaign. This takes photo shoots with packaging, influencers and media mail outs etc., into account (Later agency, 2019).

Launch campaign

Insights from social media marketeer, Sara Kandou, The Next Ad agency, states that an often used marketing communication for the 'see'-stage, is video content (The Next Ad, 2019). The video content presents impressions of the brand. Additionally, as mentioned before in *Chapter 2.4 Brand building*, an effective marketing strategy is to create synergy between brand building and sales activation. According to the same research, emotional priming for brand building purposes is the most effective through audio-visual channels. Rational messages for sales activation purposes works best through media with direct response mechanisms (Binet & Field, 2017).

"The creative direction of your product launch is what's going to make your campaign stand out and be seen on your social platforms, and it's so important to get it right! " - Later agency, 2019

Day 0-7: Pre-launch hype
Day 8: Launch day
Day 9-13: Post-launch follow-up
Day 14-30: Integrating your new product into your regular content schedule, or planning additional activations to keep up the momentum

*Fig 12.Suggested time pacing for launch strategy (Later agency, 2019)*

Aside from making use of online media, consider also offline activation for the pre-launch (Later agency, 2019). Provide consumers and influencers "Instagrammable moments' which they can share with others and help the brand create awareness about the launch campaign.

Content

An effective launch strategy, has a good mix between product photos and lifestyle photos (Later agency, 2019). This relates to the beforementioned, brand building and sales activation purposes. Lifestyle focused content regards the purpose, heritage and lifestyle of consumers. It builds the brand and gives the impression of the brand. Product photos regards packaging, user experience product benefits. They are infomation rich content about the products and activate sales.

> » *Average launch campaign takes about a month to keep it engaging and two months to prepare.*
> » *Branded communication is the most effective.*
> » *Video content should be impressions based for brand building purposes.*
> » *Direct response mechanism for sales activation purposes can be through social media.*
> » *60% brand building & 40% sales activation.*
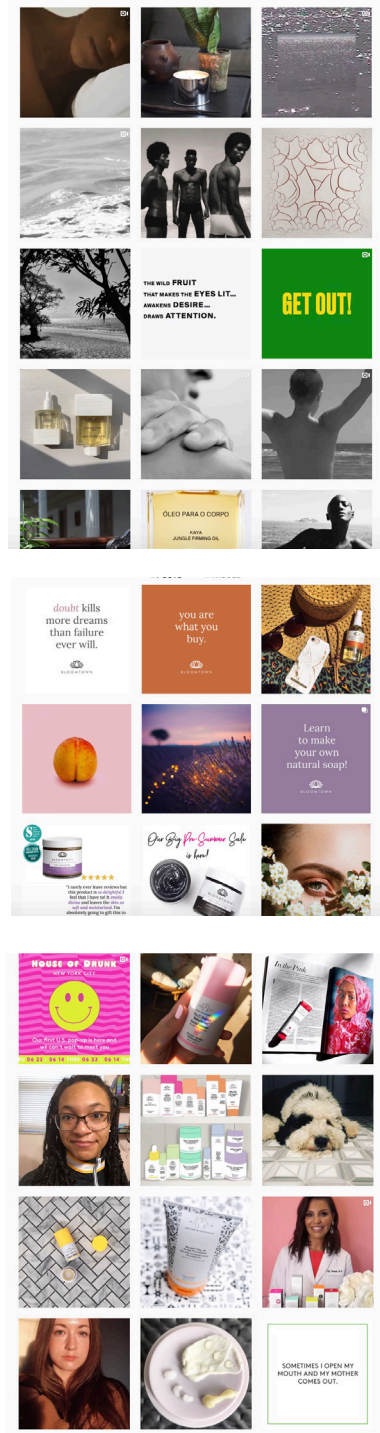
L. Evaluation

In this section the evaluation for the guiding principles with the creatives is elaborated.

Results evaluation form
» *Easy to come up with ideas using the guiding principles, not concept ideas yet.*
» *Letting them extract elements by themselves first, helped in coming up with ideas.*
» *Guiding principles' use of images inspired them.*
» *Lack of knowledge in beauty, hindered the ideation.*

» *Some guiding principles were easier to understand than others.*
» *Some elements in the ideation for the each guiding principle overlapped.*
» *Adding design language was not necessary, but would be nice.*

Evaluation of guiding principles/brand book session
• Present the brand story
• Present the brand proposition (harvested rainforest beauty) & the guiding principles

Big idea: Discover your rainforest beauty

14:30 - 14:40
Introduction round of participants in session
Aim of this session: Evaluate guiding principles of my graduation assignment
Order of activities of session: Introduction company, guiding principles

14:40 - 15:50
Presenting the brand story (mention illipe multipurpose)
• Present definition of brand's purpose, mission and vision.

15:50 - 15:05
• What are guiding principles? Guiding principles are used as guidelines for creatives to use as a reference when developing brand touchpoints. They are derived from internal and external analyses.
  - Introducing GP'S
• Brand proposition: Harvested rainforest beauty
• Together a design language is created and designs can evolve
• Product line concept: Tailored to you skincare line (multipurpose balm).
  - Example of product line concept (multipurpose product)? (Price range = mid trier, price range of LOLI beauty and Rituals).

15:05 - 15:20
• Exercise: 5 guiding principles have been defined. Put on post-its the elements you see (visual) and describe the atmosphere you get from the four GPs.
  - Individually first (10 min)
  - Discuss in group each GP (5 min)

15:20 - 15:50
• Assignment: Create a launch campaign introducing the multipurpose illipe balm using the guiding principles, brand proposition, (design language).

• How to Radiate natural beauty (5 min)
• How to (5 min)

• Post-its according to emotions/experience/mood/feeling.(e.g. premium, handmade, fun, DIY, etc.)

15:50 - 16:00
• Was it hard coming up with ideas?
• Are the guiding principles clear
• Would design language help better?

Fig 13.Set-up for evaluation

Fig 14.Results application guiding principles