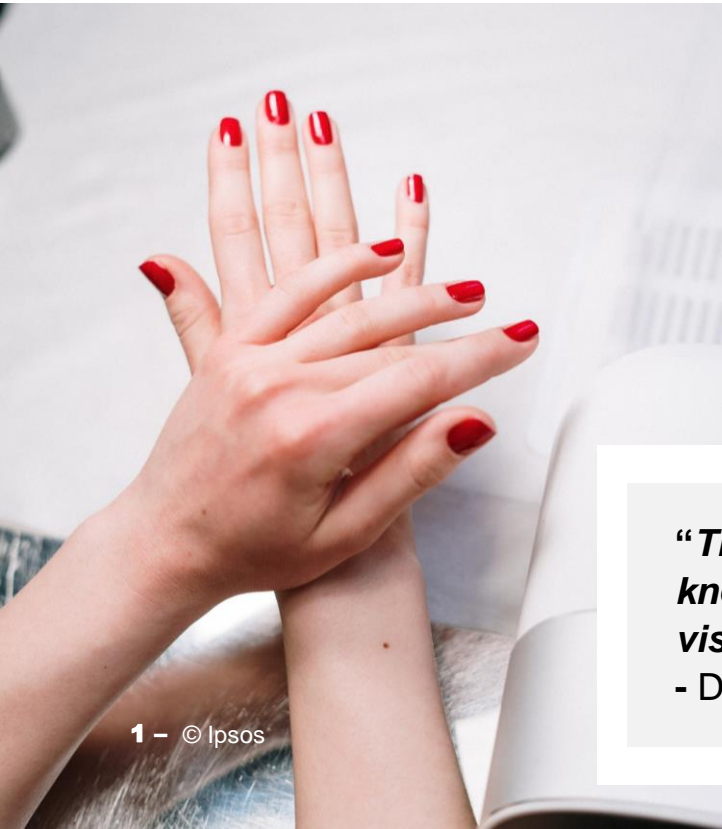


CH, DE, IN, JP, UK, US

Fueling category and brand growth for OPI



Business Issue

On the heels of evolved consumer behavior driven by the Covid-19 pandemic, and organizational change stemming from the split of Wella from COTY, OPI needed strong foundational research in the retail and professional nail category in several markets of varying establishment and penetration. The goal of the research was to establish the 'new normal' and to fuel category and brand growth in various emerging benefit spaces and for new brand franchises.

Our Solution

We recommended a global, targeted consumer segmentation and brand positioning study with in-depth understanding of habits and practices in the nail retail and salon spaces.

- Consumer data from 6 markets were leveraged in developing 6 consumer segments
- Each market was individually profiled to provide market-specific insights and strategies
- A weighted roll-up was provided to help the brand identify synergies and implement on a global scale

Impact

The study provided our client with the needed direction to influence global decision making for the brand's pipeline, media development, targeting and brand identity.

"The global segmentation work had a significant impact on our business. The in-depth knowledge about our new targets resulted in changes in the brand positioning and visual identity, media planning and innovation pipeline."

- Dominique Romanowski, Global CMI Director