



LARRY GERRARD

CREATIVE DIRECTOR



case study
re-brand of clearskin

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old

NO INVESTMENT IN THE BRAND. NOT RELEVANT. WHO WAS BUYING IT. FALLING SALES. LACKING PERSONALITY.

clearskin®

1. Peel Off Mask
Καθαριστική μάσκα που αφαιρείται σαν φύλλο. Απομακρύνει κόλλες (πορές), ακαθαρσίες, τα νεκρά κύτταρα και τις υπερβολές λιπαρών, εκκρίσεις.
75ml 0236-7
Από: €12.00
€6.50

Καθαρίζουν και ξεφραίνουν τους πόρους, βοηθώντας αποτελεσματικά στην καταπολέμηση των σπυριών.



clearskin professional

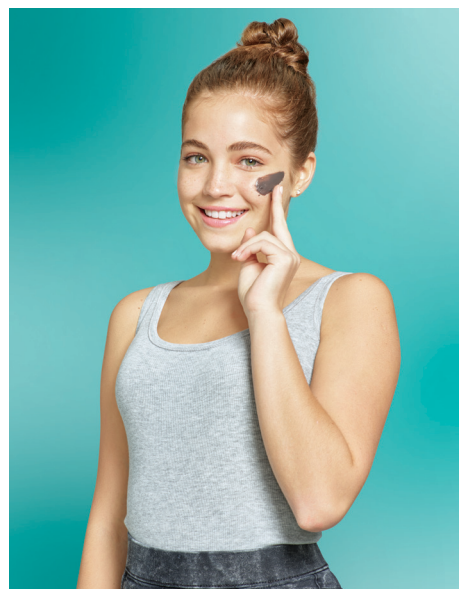
Pull off CLEAN PORES

Our deep cleansing innovation goes on liquid, peels off to reduce the look of dirt, oil, and blackheads.

new
Liquid Extraction Strip
Use 1-3 times per week after cleansing.
Removes dirt and oil from pores to reduce the look of blackheads, get rid of all skin blemishes naturally. 0.00

Dr. Cheryl Karcher, MD Board Certified Dermatologist and Acne Specialist
Formulated specifically to all her patients with acne-prone skin.

1
2
3



concepts

THREE ROUTES TESTED: BECAUSE YOU LOVE THEM (MUMS)
REBELLION & LET THEIR CONFIDENCE SHINE WHICH WAS ALL
ABOUT REALISM. PERSONALITY. ENERGY. RELEVANCE.



actions

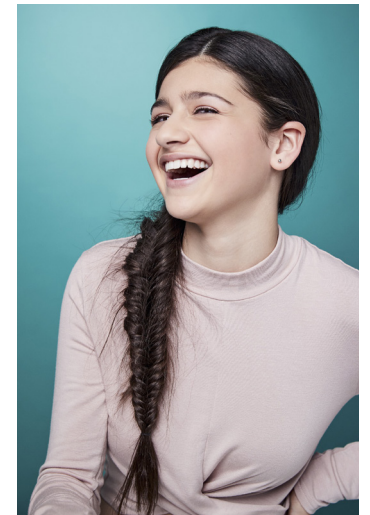
FOLLOWING TESTING IN THE UK, SPAIN, BRAZIL AND RUSSIA,
LET THEIR CONFIDENCE SHINE WAS THE WINNING ROUTE.

- **investment in the brand:** Budget was assigned initially to facilitate a one day model shoot using 4 regular kids to capture as many natural frames as possible and align with as many new product formula's possible. Investment in new pack designs and innovations.
Team began to work on copy and messaging that was cohesive with the imagery as well as new graphic design that would have impact on the brochure page as well as online.
- **relevant:** Who wants to see kids with already perfect skin who look as though they have been paid to look happy, where is the personality? The Let Their Confidence Shine mood-board portrayed natural emotion, personality and teenage realism that set the tone for casting and the shoot.
- **who is buying it:** Mums and their kids, but the kids don't associate with the current promotions, imagery or tone of voice. Mums really see the affect teenage skin can have on their child's confidence. Both groups wanted to see a brand that spoke to them in a normal way.
- **personality:** Agreed to photograph regular kids (*not models*). I made the decision to cast kids from stage schools who were used to focus being on them but who could let their own personalities shine through. By meeting and talking to these kids I highlighted the ones I felt I could interact on set with to achieve the most natural shots.

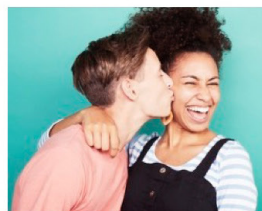
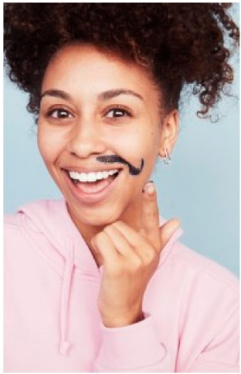
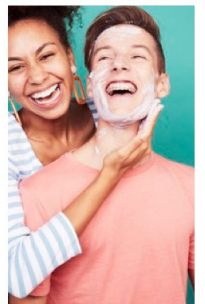
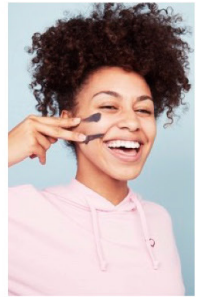
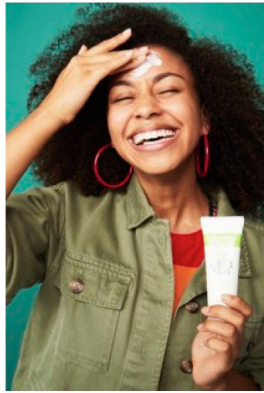
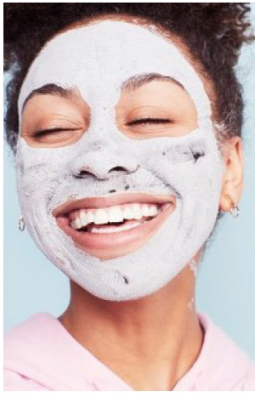
new

PERSONALITY. MODEL IMAGERY. PACK DESIGN. PROMOTIONS. DIGITAL ASSETS

clearskin
LET THEIR
CONFIDENCE
SHINE



clearskin
LET THEIR
CONFIDENCE
SHINE



THEY WANT...
BALANCED
SKIN
PORE & SHINE
CONTROL

LET THEIR
CONFIDENCE
SHINE - NOT
THEIR SKIN!

our **light, oil-free** formula
helps **clear blemishes**
and instantly **mattifies**
skin in **one quick step**

clearskin
LET THEIR
CONFIDENCE
SHINE

clearskin
BY AVON

PORE & SHINE OIL-
CONTROL FREE
MATTIFYING
MOISTURISER

with witch hazel &
eucalyptus extract

SPF15



pore penetrating
technology



new

with WITCH HAZEL
& EUCALYPTUS
EXTRACT



with **salicylic acid**
to help treat blemishes
throughout the day

12
HOURS
of SHINE FREE skin



clearskin
LET THEIR
CONFIDENCE
SHINE

FIGHT SPOTS FAST

...without the sting

Our formulas are infused with **Salicylic Acid** to tackle spots, but balanced with **soothing, natural ingredients** to calm down inflammations.



no drama 1 step cleansing!
**NO STINGING,
NO RESIDUE,
NO PANDA EYES.**

HIT REFRESH

breathe new life
into **blemish-
prone skin** with
our **multi-tasking
oxygenating
micellar water**

gentle enough
to use on

**EYES
LIPS
FACE**



clearskin
LET THEIR
CONFIDENCE
SHINE

new



results

Hi guys,

I've just seen a CLT deck and thought I'd share the great results on the Clearskin re-stage...

10 out of 11 markets in growth

+55% vs estimates

12% growth vs prior year

One spread in Brazil made a whopping \$800k!

And it looks like most markets are picking up the toolkit!

Well done Team Clearskin! :)

