Brand-Case

NIVEA x gruebbel ing.

Die Herausforderung:

1. Zielgruppenunterschiede
2. Wie integriere ich als Marke Zielgruppen, Märkte & Kampagnen?
3. Wie erreiche ich Zielgruppen individuell & präzise?

NIVEA
Extra White
C&E
vitamin lotion
Intensive Moisture
Body Milk
48h
WHITE LOTION
Radiant Rose
HAND CREAM
NIVEA Creme

Lösung:

1. Maßgeschneiderte Kampagnen & Zielgruppenansprache.
2. Kampagnen mit Wirkung

Benötigte Services:

Kampagnenstrategie

Zielgruppenanalyse

Corporate Design & digitale Umsetzung

Verpackungsdesign

Prozessplanung/-management

NIVEA

Kampagnenstrategie & Zielgruppenansprache

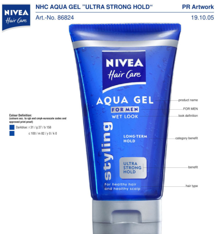
Wie erreiche ich als Marke **verschiedene Zielgruppen**, auf verschiedene Weisen, mit den **selben Werten**?

LA BEAUTÉ C'EST NIVEA

Styling “for men” in 04/2006

LAUNCH SPEED POWER GEL

RELAUNCH AQUA GEL


NHC AQUA GEL ”ULTRA STRONG HOLD“ PR Artwork

Art.-No. 86824 19.10.05

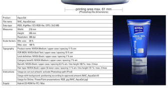
Colour Definition:
(colours acc. to rgb and cmyk-euroscale codes and approved print proof)

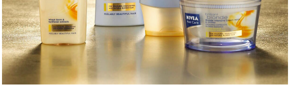
Darkblue: r 31 / g 27 / b 158
c 100 / m 82 / y 0 / k 0

NIVEA
Hair Care
AQUA GEL
FOR MEN
WET LOOK
styling
LONG-TERM HOLD
ULTRA STRONG HOLD
For healthy hair and healthy scalp
product name
FOR MEN
look definition
category benefit
benefit
hair type

NIVEA Hair Care
brilliant blonde

INTERNATIONAL PR/BELOW-THE-LINE
ARTWORK AND MOTIVS



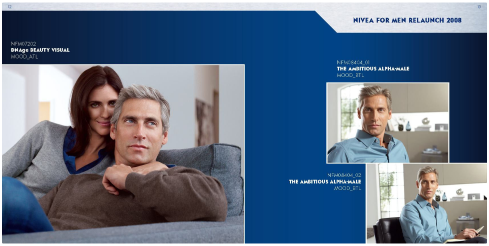


NIVEA FOR MEN

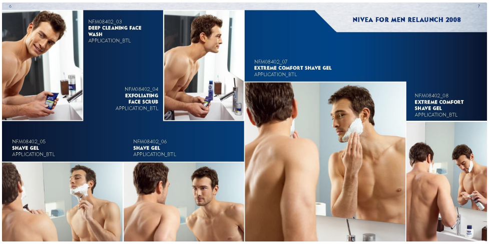
Relaunch & Markenkampagne

NIVEA FOR MEN Rebrand-Launch

BTL RELAUNCH
BOOKLET
NIVEA
FOR MEN
WHAT MEN WANT
22
23
NIVEA FOR MEN RELAUNCH
NFM_COOL_KICK_RANGE_01 AND 02
NFM_SENSITIVE_RANGE_01 TO 04
NFM_81740_01
NFM_81306_01
NFM_81306_02
NFM_81383_01
NFM_81383_02
NFM_81730_01
NFM_80702_01
NFM_81408_02
NFM_82883_01
NFM_88875_01
NFM_88818_01
NFM_88818_02
NFM_82980_01
NFM_81079_01
NFM08402_14
NFM08402_16


12
13
NIVEA FOR MEN RELAUNCH 2008
NFM07202
DNAge BEAUTY VISUAL
MOOD_ATL
NFM08404_01
THE AMBITIOUS ALPHA-MALE
MOOD_BTL
NFM08404_02
THE AMBITIOUS ALPHA-MALE
MOOD_BTL

NIVEA FOR MEN RELAUNCH 2008



6

7

NIVEA FOR MEN RELAUNCH 2008

NFM08402_03
DEEP CLEANING FACE WASH
APPLICATION_BTL

NFM08402_04
EXFOLIATING FACE SCRUB
APPLICATION_BTL

NFM08402_07
EXTREME COMFORT SHAVE GEL
APPLICATION_BTL

NFM08402_08
EXTREME COMFORT SHAVE GEL
APPLICATION_BTL

NFM08402_05
SHAVE GEL
APPLICATION_BTL

NFM08402_06
SHAVE GEL
APPLICATION_BTL

PLEASE NOTE
Prior to using these model pictures for any type of material targeting consumers (e.g. BTL/PR activities) you need to order buyouts via ACIOS. The only exception is the usage of pictures e.g. for sales folders or trade presentations which do not imply consumer exposure.

ACIOS REF-CODE FOR ORDERING BUYOUTS
Please note that these Ref-Codes are placeholders for all motifs with the corresponding models:

NFM08400: Model Correntin Feron (Student)
NFM08401: Models Correntin Feron + Stefanie Hassel (Student + Girlfriend)

NFM08402: Model Cedric Denuwelaere (Mr. Fit & Healthy)
NFM08403: Models Cedric Denuwelaere + Alexandra Baron
(Mr. + Mrs. Fit & Healthy)

NFM08404: Model Anton Nilsson (Mr. Alpha Male)
NFM07202: Models Anton Nilsson + Ariadna Canuleta
(Mr. + Mrs. Alpha Male, attention: ATL motif)

If you have any further questions regarding buyouts please contact:
Heike.Matthiesen@beiersdorf.com, phone: +49 40 4909 5097

HIGH-RESOLUTION
High-resolution data can be used for large formats, e.g. stands, display panes, posters, etc. The data you receive herewith has been prepared and retouched in DIN A3 sized formats.

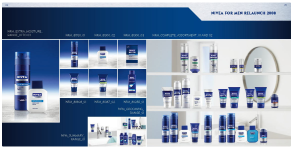
For BTL activities with formats larger than DIN A3, further retouching could become necessary in which case the print producer responsible should check the image size of the beauty visual/packshot beforehand.

Pay close attention when creating detail enlargements. Always allow a lithographer to check the quality.

300 DPI DIN A4
The lowest resolution available for 60-degree screens in DIN A4 sized formats is 300 dpi CMYK (cyan, magenta, yellow, key/black). For layout purposes use 300 dpi RGB (red, green, blue).

72 DPI
For PowerPoint presentations use 72 dpi CMYK jpgs. For the products internet presentation use 72 dpi gifs as it is for monitor display only.

Any other data has to be ordered via BLU at the Hamburg headquarters. Production and design: www.747studios.de



24

25

NIVEA FOR MEN RELAUNCH 2008

NFM_EXTRA_MOISTURE_RANGE_01 TO 03

NFM_81760_01

NFM_81300_02

NFM_81300_03

NFM_COMPLETE_ASSORTMENT_01 AND 02

NFM_88808_01

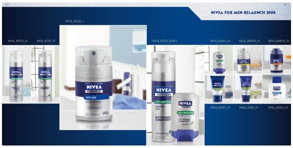
NFM_81387_02

NFM_80255_01

NFM_GROOMING_RANGE_01

NFM_SUMMARY_RANGE_01

BDF ●●●●
Beiersdorf



20

21

NIVEA FOR MEN RELAUNCH 2008

NFM_81329_1

NFM_81753_01

NFM_81751_01

NFM_81750_81309

NFM_81309_01

NFM_88809_01

NFM_88854_01

NFM_81387_01

NFM_81351_01

NFM_81300_01

NIVEA VISAGE

Kampagnen Strategie & Design

Kampagnen die Zielgruppen treffen!

NIVEA VISAGE natural beauty
KEY BEAUTY VISUAL ATL

This ist the Key Beauty Visual for ATL-Print. Please use this also mainly for BTL to ensure an integrated appearance.

BEAUTY_Key Beauty Visual_ATL

NIVEA VISAGE natural beauty
APPLICATION DAY CARE

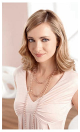
NIVEA VISAGE natural beauty
MOOD VISUALS

BEAUTY_05

BEAUTY_06 BEAUTY_07

NIVEA VISAGE natural beauty
MOOD VISUALS

BEAUTY_03



BEAUTY_04

NIVEA VISAGE natural beauty
PACKSHOTS

NIVEA VISAGE natural beauty
APPLICATION EYE CARE

BEAUTY_11 BEAUTY_12

BEAUTY_13

NIVEA VISAGE natural beauty
PACKSHOTS

BEAUTY_RANGE_PACK_BACKGROUND

DAY_CARE

DAY_CARE_OPEN

EYE_CARE

DAILY_PEELING

Dear All,

NIVEA VISAGE's new **natural beauty** gives your skin a naturally beautiful, radiant and even complexion – without a foundation look. Composed with smoothing Mango Milk and Cashmere Proteins, the product range includes Day Care, Eye Care and Daily Peeling. Presented by a natural model. For beautiful communication.

In order to transfer this beautiful look to all activities we are happy to provide you with the ATL Key Beauty Visual, Packshots, BTL Mood and Application Visuals.

This booklet acts as a quick reference guide for you to view all the visuals at ease. The enclosed DVD contains printable data for your agencies to work with and jpegs for your international presentations.

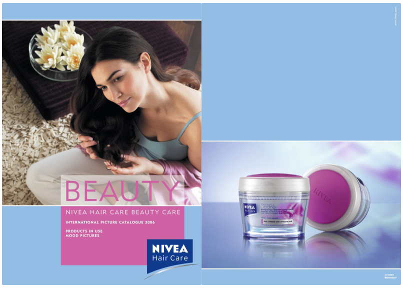
The selection of visuals was compiled specifically with your BTL activities in mind – so please use them extensively. Remember: a picture says more than a thousand words and these present the essence of **natural beauty** perfectly, to help you with your activities and to stimulate your sales.

YOUR NIVEA VISAGE TEAM

NIVEA HAIR CARE

Kampagnenstrategie & Design

Kampagnen die Zielgruppen verstehen



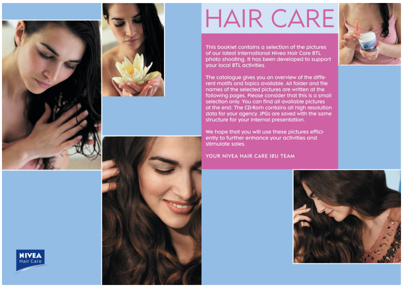
BEAUTY

NIVEA HAIR CARE BEAUTY CARE

INTERNATIONAL PICTURE CATALOGUE 2006

PRODUCTS IN USE
MOOD PICTURES

NIVEA Hair Care



HAIR CARE

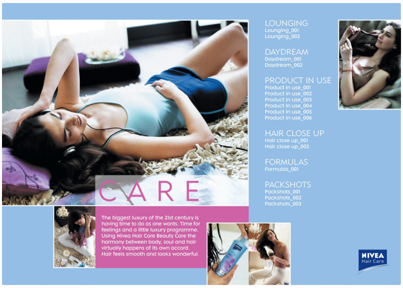
This booklet contains a selection of the pictures of our latest international Nivea Hair Care BTL photo shooting. It has been developed to support your local BTL activities.

The catalogue gives you an overview of the different motifs and topics available. All folder and file names of the selected pictures are written at the following pages. Please consider that this is a small selection only. You can find all available pictures at the end: The CD-Rom contains all high resolution data for your agency. JPGs are saved with the same structure for your internal presentation.

We hope that you will use these pictures efficiently to further enhance your activities and stimulate sales.

YOUR NIVEA HAIR CARE IBU TEAM

NIVEA Hair Care



CARE

The biggest luxury of the 21st century is having time to do as one wants. Time for feelings and a little luxury programme. Using Nivea Hair Care Beauty Care the harmony between body, soul and hair virtually happens of its own accord. Hair feels smooth and looks wonderful.

LOUNGING
Lounging_001
Lounging_002

DAYDREAM
Daydream_001
Daydream_002

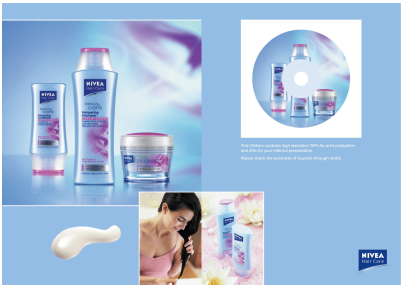
PRODUCT IN USE
Product in use_001
Product in use_002
Product in use_003
Product in use_004
Product in use_005
Product in use_006

HAIR CLOSE UP
Hair close up_001
Hair close up_002

FORMULAS
Formulas_001

PACKSHOTS
Packshots_001
Packshots_002
Packshots_003

NIVEA Hair Care



This CD-Rom contains high resolution TIFFs for print production and JPGs for your internal presentation.

Please check the purchase of buyouts through ACIOS.

NIVEA Hair Care

Brand Strategy | Brand Design
Brand Communication | Brand Management

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presenting intelligence,
not recommendations

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