

A background image showing a close-up of a manufacturing process. A metal nozzle is dispensing a yellow liquid into a grid of small, round, silver-colored containers. The containers are arranged in rows, and the liquid is being poured into several of them. The lighting is bright, highlighting the metallic surfaces and the yellow liquid.

CASE STUDY

HERA BEAUTY

Skincare Is Always In

About

HERA BEAUTY

YOUR MANUFACTURING PARTNER

Hera Beauty Ltd is a private label skincare manufacturer that uses only the finest natural ingredients to produce premium cosmetics products.

MARKET REVIEW

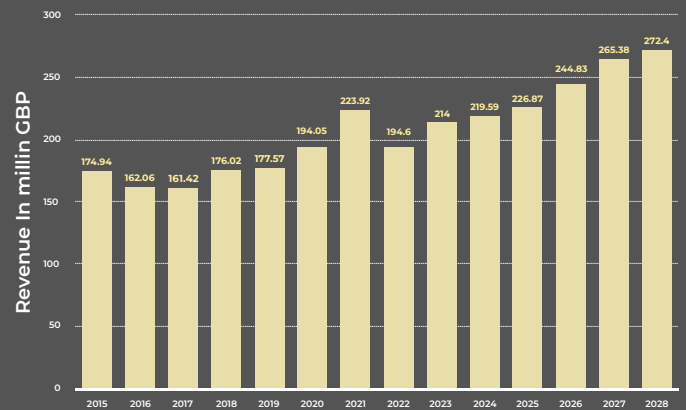
The United Kingdom's Skincare Market size is expected to grow from USD 4.04 billion in 2023 to USD 4.55 billion by 2028, at a CAGR of 2.41% during the forecast period (2023-2028).

In a market that is set to grow from \$4.04 billion to \$4.55 billion in the next five years, it's hardly surprising that more and more organic and natural skincare brands are launching new and innovative products.

With the continued increase in demand, as consumers across the country opt for using skincare products like moisturisers, cleansers, and serums, the need for major UK manufacturers to increase their product offerings to stay ahead of the curve is becoming increasingly more important.

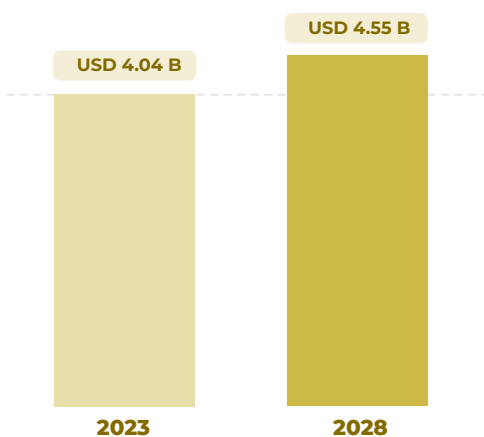
Revenue Of The Natural Cosmetics Market In The United Kingdom

(In Million GBP)



UK Skin Care Market

Market Size In USD Billion
CAGR 2.14%



Source: Mordor Intelligence

Study Period	2018-2028
Base Year For Estimation	2022
Market Size (2023)	USD 4.04 Billion
Market Size (2028)	USD 4.55 Billion
CAGR (2023-2028)	2.41 %
Market Concentration	Low

Major Players



* Disclaimer: Major Players sorted in no particular order



Client Thinking

Hence, in 2022, Hera decided to pivot their business from the traditional smaller bespoke wholesale 'retail ready' model to creating long-term partnerships with major brands looking for organic and natural skincare private label product development and manufacturing; Hera Beauty was created.

The Communication Brief

To support the launch of Hera Beauty, key members of the Hera management team worked closely with CSMG to create a communications brief that would define what the Hera brand stood for and how it should be considered as a natural brand and business extension to the existing Hera Wholesale offer that was first launched back in 2011.

Market & Consumer Research

Before presenting the proposed Hera Beauty communications strategy to the client, CSMG undertook extensive market and consumer research into the UK organic and natural skincare market and those twenty-plus manufacturers that could be considered the closest competitors. From this in-depth research and analysis, we were able to present a robust communications strategy.

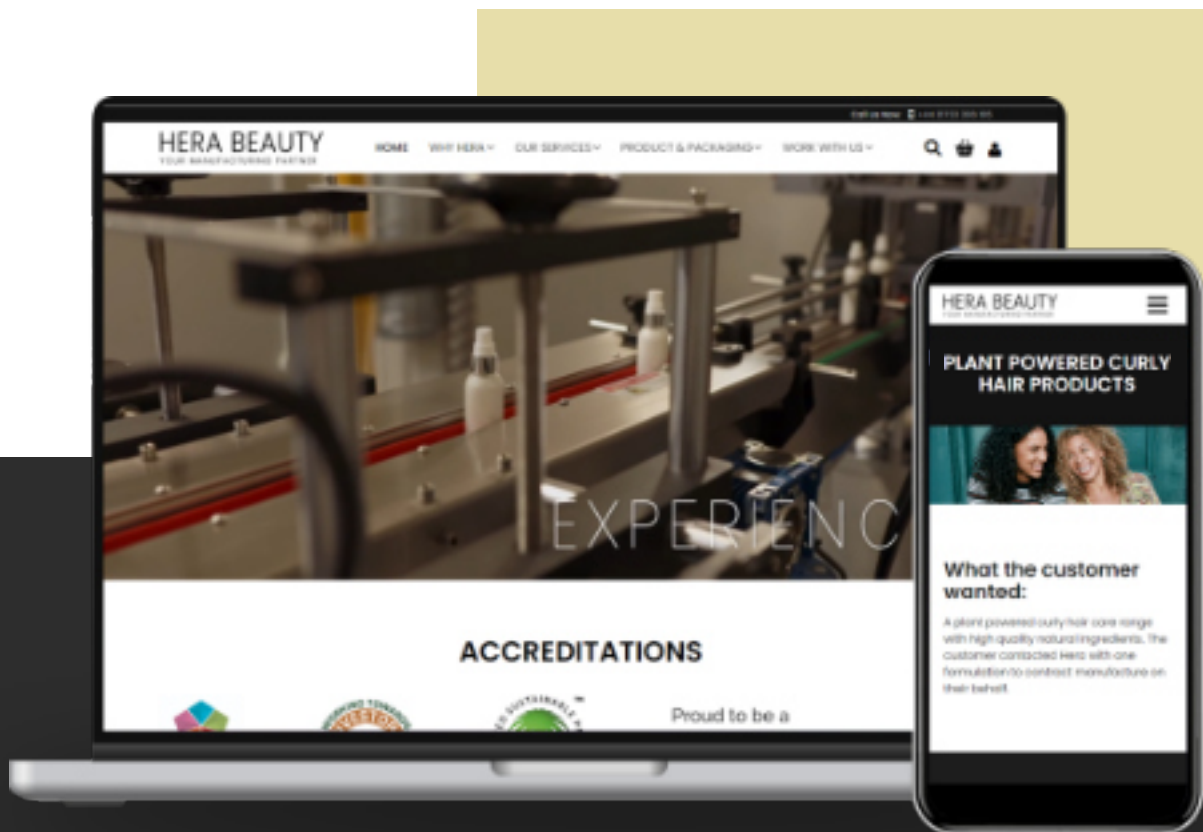
COMMUNICATION STRATEGY AND SOLUTIONS

From both the consumer and manufacturer research and analysis, CSMG were able to identify three essential requirements;

Corporate Logo

HERA BEAUTY
YOUR MANUFACTURING PARTNER

The need to create a new corporate identity that would not only reinforce both the brand proposition and what the brand stands for but would also appear as a natural transition from the existing brand.



eCommerce Website

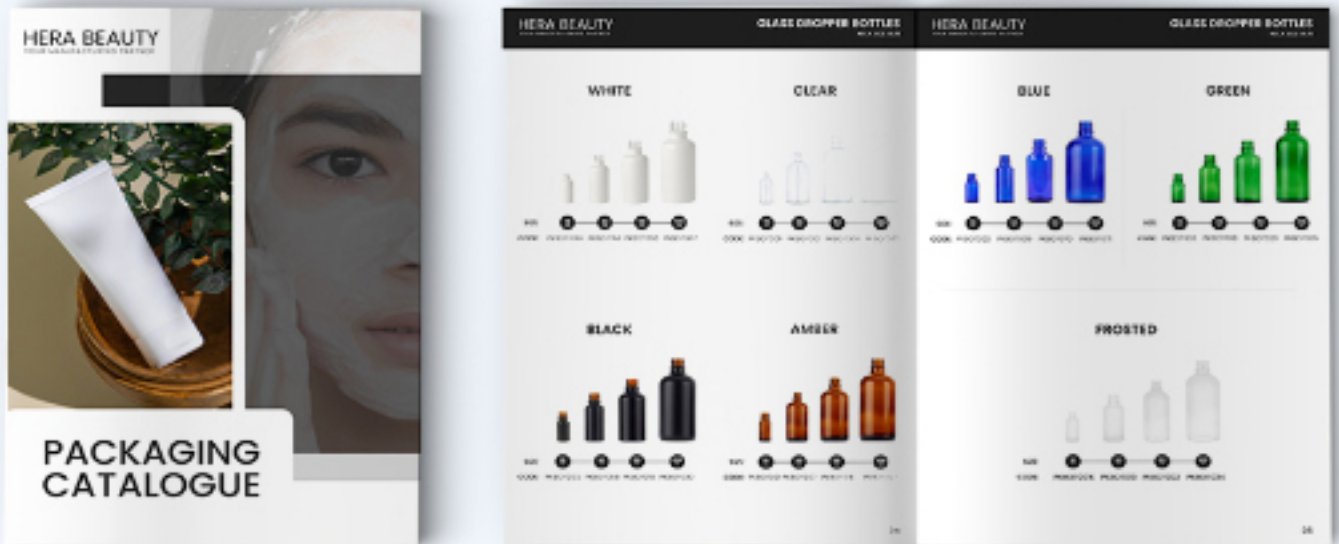
While Hera Beauty Wholesale had a more than adequate website, it was felt that if Hera Beauty was going to be seen as a new brand offering, there was a need to create a more robust and functional website with its own new and unique URL.

However, before CSMG looked at the initial concepts, they commissioned an in-depth competitor Keyword analysis study. The purpose of this study was to ensure that the content would achieve maximum Search Engine Optimisation (SEO) and that the terms and structure of the new site would be relevant to the target audience.

Once the keyword analysis was completed, CSMG set about building a fully functional custom-made transactional eCommerce that presented some 250 individual products and conveyed the total Hera Beauty brand story in an easy-to-understand and navigate process.

Sales & Product Marketing Collaterals

To help the new Hera Beauty brand achieve sales traction, CSMG identified the need for creating a suite of sales and product marketing collaterals. These were to include a new 40-page packaging catalogue that would clearly demonstrate all of the packaging capabilities Hera could offer to their new customer base.



Plus, there was a need to create individual product info graphic cards that would readily identify all of the product's features & benefits, including product contents, directions for use and packing information.

For ease of use, the packaging catalogue and the individual product info graphic cards were developed to be viewed digitally online or printed in PDF format.



RESULTS

Since the launch of the strategy-led communications program developed by CSMG and the marketing team at Hera, their natural skincare products have continually appeared in the top six leading Fashion and Lifestyle magazines in the UK.

Early indicators also show a month-on-month increase in organic website traffic and a high keyword ranking.

Furthermore, the industry has met the new website design and marketing collaterals favourably, and several significant new business opportunities are currently under discussion.





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