

AESOP PRESENTATION

# AĒSOP × BLVR



HANDCRAFTED MAY 2023

# TODAY

## **PART 01**

THE  
OPPORTUNITY

## **PART 02**

THE  
CHALLENGE

## **PART 03**

OUR  
SOLUTION

## **PART 04**

PROJECT  
ROADMAP

# THE OPPORTUNITY

THE OPPORTUNITY:

**THE INDUSTRY LACKS GEN Z  
APPEAL AND ACCESSIBILITY.  
AĒSOP CAN CHANGE THAT.**

# THE WHITE SPACE

**01**

## **GET AHEAD OF COMPETITORS**

Competition is mature, sophisticated and lacking a range of products at a more accessible price point. Their aesthetics are neutral, simple, and safe. High quality, sustainability, and natural products are no longer points of differentiation. Brands must offer more.

**02**

## **BECOME THE BRAND TO LEAN ON**

The world is going through an identity crisis post-pandemic as individuals lack confidence and seek fulfilling routines and stimulating experiences. They turn to self-care and wellness to relieve stress and feel celebrated and seen. There is a deeper need for connection as individuals work to understand, express themselves and find their place in society.

**03**

## **THE SUN IS RISING**

The luxury consumer is getting younger, wealthier, and more informed. Gen Zers buy luxury to be unique and want to feel pride in who they invest in. They demand realistic, authentic brands.

# THE NEED

## DEPTH OF EXPERIENCE

90%

Gen Zers have watched a video that helped them feel like they were in a different place

## IDENTITY

60%

US Consumers prefer to be associated with brands that align with their values

## LUXURY MARKET

80%

Of global luxury purchases will be from Generations Y, Z, and Alpha by 2030

# AESOP'S MASTER BRAND SUCCESS WILL SET THE STAGE FOR THE NEXT PHASE OF GROWTH





**THE MOMENT HAS  
COME TO SHARE  
AESOP'S ART WITH  
THE CREATORS OF  
THE FUTURE**





**BUT EMERGING LEADERS ARE  
LOOKING FOR MORE THAN QUALITY.  
THEY DEMAND PURPOSE-DRIVEN,  
STRONG-WILLED BRANDS THAT  
STAND FOR MORE.**



OUR CHALLENGE:

**HOW DO WE INCREASE OUR  
BRAND'S LONGEVITY AND APPEAL  
TO YOUNGER AUDIENCES?**

# WE NEED TO MOVE FROM A FUNCTIONAL BRAND TO A VALUE-DRIVEN BRAND.

COMMODITIZED BRANDS

HIGH IMPACT BRANDS

Price / Attribute	Functional Benefit	Emotional Benefit	Societal Benefit	<b>Belief Benefit</b>
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**DISCOVER YOUR  
POWER AND  
PROTECT YOUR  
PEACE IN AN OASIS  
OF AESOP.**



# WE WILL WALK SIDE BY SIDE

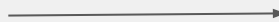
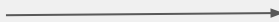
## TODAY:

Price Exclusivity

Quality-Driven

Sustainable Supporters

Gen Z Excluders



## TOMORROW:

Experience Exclusivity

Belief-Driven

Environment Advocates

Gen Z Includers

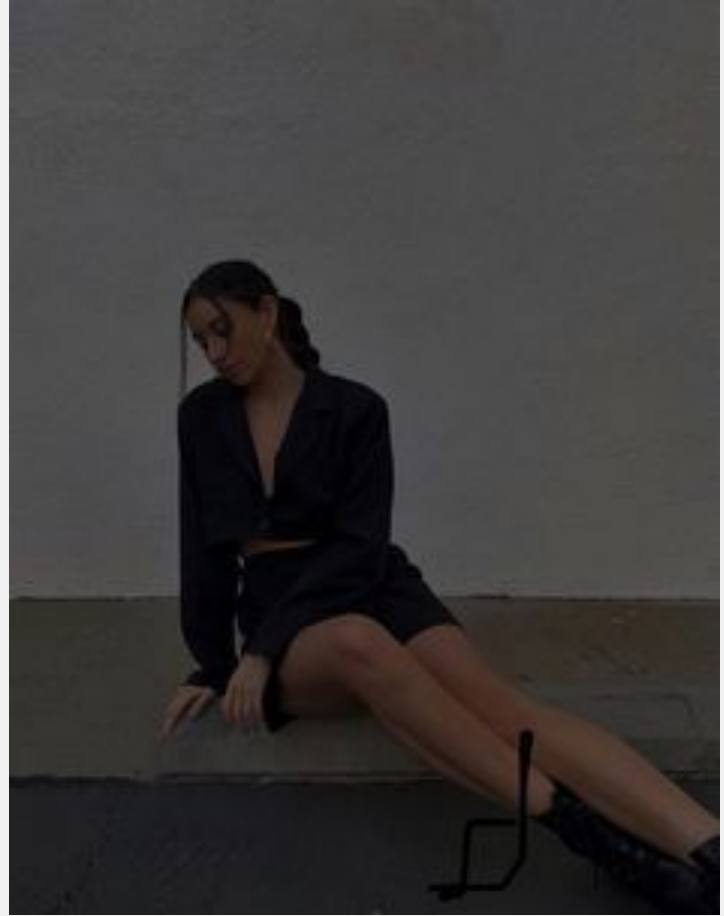


# HOW DO WE CREATE LONG TERM VALUE FOR AESOP?

# HOW DO WE POSITION A SUB-BRAND IN OUR ARCHITECTURAL FRAMEWORK?



# HOW DO WE ATTRACT A YOUNGER AUDIENCE?







**HOW DO WE  
DISCOVER AND  
LEVERAGE OUR  
CORE BELIEF?**

THE SOLUTION:

**DRAW A BRAND ARCHITECTURE  
ROOTED IN AESOP'S CORE BELIEF  
TO FOSTER THE GROWTH OF A  
SUB-BRAND**

# IMPACT OF BELIEF-LED BRANDS

## 01

### **EVOKE A DEEPER SENSE OF MEANING**

Unite employees, stakeholders, members, donors, and customers around a shared passion. Cultivate an impassioned tribe. Skyrocket productivity & performance.

## 02

### **GUIDE YOUR BRAND FORWARD**

Provides strategic focus & alignment—forms guard rails for decision-making. Drive growth & champion innovation. Expand with new initiatives to reach more people and create a more significant influence.

## 03

### **DEFEND AGAINST OBSTACLES**

Create a foolproof brand against any economic, industry, or cultural shifts to ensure you can weather any storm and defends against category disruptors.

## 04

### **BECOME A SOURCE OF INSPIRATION AND CHANGE**

Be a catalyst for innovation and change as an industry trailblazer. Deliver greater social impact. Gains higher market share. 3x growth over competitors.

# BOTTOM-LINE RESULTS

## VALUE

**175%**

Company valuation surge over the past 12 years thanks to a purpose-driven brand.

## CONVERSION

**113%**

Price premium can be commanded by stronger purpose-driven brands over weaker brands.

## CONSIDERATION

**4X**

More likely to purchase from a purpose-driven brand.

# WHAT DOES THIS MEAN?

## UNCOVER.

We need to uncover the core, foundational belief that drives the purpose of Aesop, sets you apart, and creates a deeper connection and meaning with your audiences. The belief is already there: we don't manufacture it; we nurture it and allow it to drive all your work going forward.

## STRENGTHEN.

As you look for growth opportunities, potential complexities can confuse consumers. Transitioning to a belief-driven organization can provide clarity of purpose to your employees, value proposition, positioning, messaging, audience. We will anchor all aspects of Aesop to lay the foundation for future success.

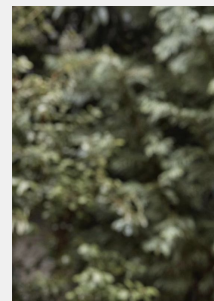
## EXPAND.

With a strong belief to build from, and a simplified brand architecture, we can develop a differentiated sub-brand that offers a unique experience for Gen Z consumers. Naming, visual language, messaging, and experiences will work together to complement the master brand while offering something new to the market.



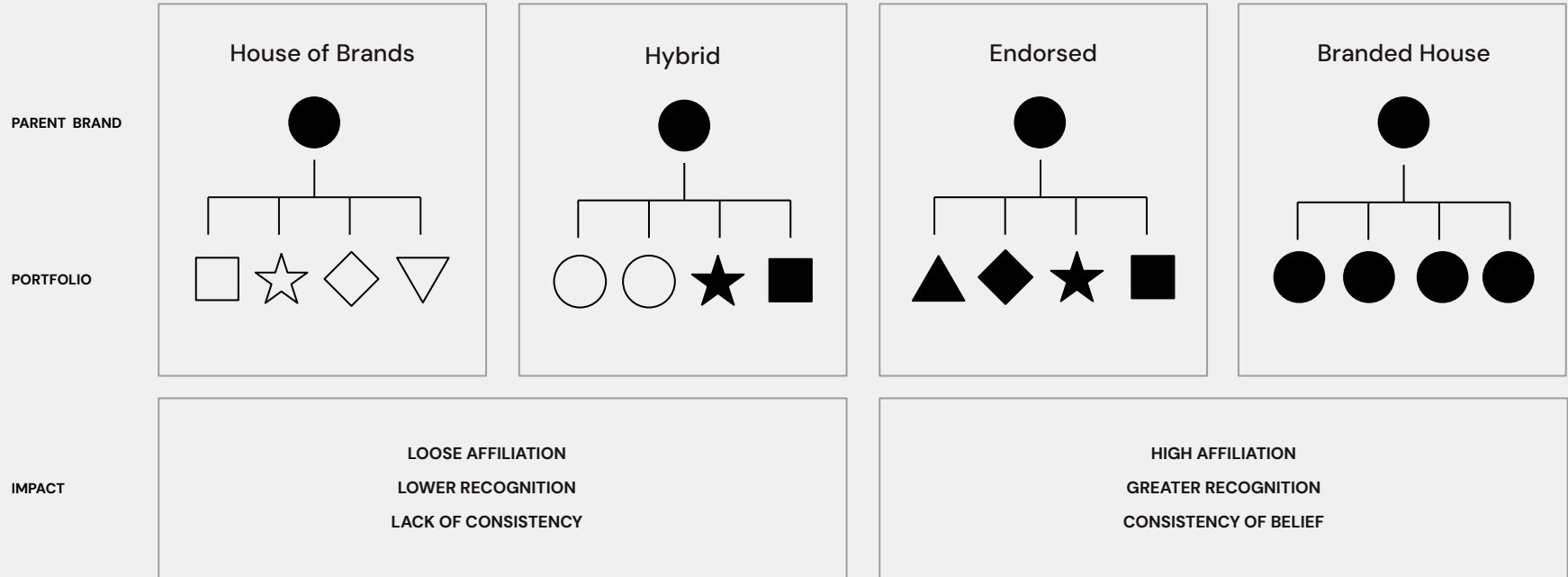
**AESOP IS YOUR FAVORITE  
PREMIUM-PRICED STORE.  
THEY ARE DESIGN-FOCUSED,  
DETAIL-ORIENTED, AND CREATE  
ALL-ENCOMPASSING, SENSUAL  
SURROUNDINGS.**

**AĒSOP BELIEVES IN CREATING  
SENSUAL MOMENTS THAT SERVE  
AS WINDOWS INTO THE MOST  
BEAUTIFUL ASPECTS OF THE WORLD**



**YOU EXIST TO EMBRACE OUR  
ENVIRONMENT WITHOUT  
OVERTAKING IT**

# HOW ARCHITECTURE DETERMINES BRAND SUCCESS





# AESOP x BRANDED HOUSE

PARENT BRAND

AESOP

NAMING  
EXAMPLES

- Aesop: Eros
- Aesop: Cosmos
- Aesop: Echoes
- Aesop: Mythos

CORE BELIEF  
CONSISTENT BRAND  
IDENTITIES  
TRANSFER PARENT  
BRAND EQUITY

BRAND ELEMENTS



# YOUR PROJECT ROADMAP

# THE

01.



**DISCOVERY**  
(1 - 4 months)

02.



**STRATEGY**  
(1 month)

03.



**EXECUTION**  
(2 - 4 months)

# JOURNEY

## 01

# DISCOVERY

Fifty percent of a good solution is having a clearly defined problem. During Discovery, BLVR will dig deep to understand the market, the issues facing your brand, and where the disruptive opportunities lie.

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KICKOFF & BELIEF WORKSHOP

STAKEHOLDER INTERVIEWS

RESEARCH

DISCOVERY PRESENTATION

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### PROJECT KICKOFF & OBJECTIVE SETTING

We will start by learning from you, after all you know your brand best. We want to know the ins and outs, the ups and downs, and the best way to cultivate a successful partnership moving forward.

We will conduct a kickoff meeting during which you will meet the key stakeholders on the BLVR team.

We will get to know the Aesop team to find out what makes you tick and what ticks you off. We will tap into your wealth of knowledge and passionate ideas to grasp your company strategies and culture.

We will define the objectives for the project, review the process, key timings and deliverables.

### BELIEF WORKSHOP

We will challenge the Aesop brand to complete a belief assessment and provide the necessary tools to uncover the core belief that drives Aesop forward. We will share the financial and cultural impacts of prioritizing a belief system to empower your team and unlock it's true potential.

### STAKEHOLDER INTERVIEWS

We will have up to five (5) key stakeholders participate in in-depth interviews. We will understand individual perceptions of the Aesop culture and brand. We will understand the current organization objectives and how you plan to grow.

### RESEARCH

We'll conduct a comprehensive range of research to further understand the gaps in the market and gain consumer insights. Our research will include:

- CULTURAL TRENDS: We will conduct a cultural trend review to using our global market research tool (Mintel) to understand the underlying motivations and patterns amongst Gen Zers.
- COMPETITIVE ANALYSIS  
We will conduct an audit of five (5) primary competitors to understand their positioning, perceptions, differentiators, brand personality, etc. We will map the conventions of the category and identify what space a sub-brand could occupy best.
- AUDIENCE RESEARCH  
We will explore the beliefs, needs, and pain points that drive perceptions and purchasing behavior for Gen Z. We will conduct focus groups and questionnaires to gather data. These conversations and findings will allow us to gain a deeper understanding of what this new target audience is looking for.

### DISCOVERY PRESENTATION

We will bring everything that we've learned to life in a Discovery presentation.

Goals & Deliverables:

- Internal learnings & beliefs
- External learnings & beliefs: cultural, audience, competitors
- Strategic Recommendations

# STRATEGY

BLVR will transform the discovery learnings into a brand strategy. Fueled by our Brand Belief approach, we will create the framework that underpins every aspect of your brand.

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BRAND STRATEGY

BRAND ARCHITECTURE

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## DEFINING THE BRAND STRATEGY

Armed with the learnings from the Discovery stage and our Brand Belief approach, we will create a strategic framework that drives a deeper brand focus without tarnishing the credibility you've worked for decades to earn. We will deliver a guiding light to bring Aesop success for decades to come. The decisions and strategies may evolve, but the core of Aesop will be clearly defined and protected from losing distinctiveness.

*We will define:*

- BELIEF: What you believe about the world.
- PURPOSE: What you are going to do about it.
- VISION: The world you will create.
- VALUES: The principles that will guide you on your journey.
- POSITIONING STATEMENTS: The definition of Aesop and how the sub-brand relates to the masterbrand.
- BEHAVIORS: What you are going to do to live out your belief—every action, expression, and activation.

## DEFINING THE BRAND ARCHITECTURE

We'll design a brand architecture that includes a sustainability GenZ-friendly sub-brand. It will be concise and clear, reflecting insights from the discovery stage and amplifying Aesop's belief. We'll ensure it occupies a clear direction in consumers' minds while staying realistic and efficient to implement.

- Determine the appropriate architecture model
- Showcase the strengths and watch-outs
- Provide implementation recommendations

ADVISORY MEETINGS: Throughout the strategy stage, we will continuously bring in the Aesop team to get real-time feedback on the strategy and architecture. We are here to collaborate, not independently create. We'll explore the team's opinions and perceptions to ensure everyone is on board and able to commit to an actionable plan.

### 03

# EXECUTION

BLVR will transform the brand. From design systems to guidelines and standards, BLVR will craft the verbal and visual brand experience.

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NAMING

BRAND IDENTITY AND ART DIRECTION

MESSAGING FRAMEWORK

BRAND GUIDELINES SITE

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#### NAMING

Based on discovery findings and architecture conclusions, we will bring Aesop's core belief and objectives to a pinnacle with a sub-brand name. It will reflect who the new line is while standing firm in what the main brand stands for. We will deliver 5-7 names that add to your story and create meaning for this new chapter.

We'll consider:

- CREATIVE INTENT  
We'll conceptualize names that represent the meaning and purpose for the brand. We consider how it connects to your audience and how it reflects sustainable efforts.
- SOCIAL AND DOMAIN AVAILABILITY  
We'll conduct social and domain searches to ensure any recommendations are available or can be acquired for a fee.
- TRADEMARK AVAILABILITY  
We'll conduct a basic USPTO TESS search to ensure confidence that name recommendations are trademarkable.

#### BRAND IDENTITY AND ART DIRECTION

We will craft a differentiated brand identity and art direction including logo, word marks, iconography, color palette, typography, photography and illustration guidelines. We will ensure that every visual decision reflects the brand architecture and connects seamlessly to the master brand identity.

- CREATIVE TERRITORY EXPLORATION:  
BLVR will create three (3) unique creative territories to explore the visual language, including fonts, color palette, photo style, imagery style, patterns, motion, etc. We'll explore how it can be implemented across the brand framework and ensure it matches your vision.
- BRAND IDENTITY  
Upon approval of Art Direction, refine the disruptive brand identity that shows the one (1) approved logo system concept derived from the approved style scape direction.

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#### MESSAGING FRAMEWORK

We will create a voice that reaches Gen Z consumers and builds lasting connections that foster a community of wellness. We will deliver a common language that can be used to tell the sub-brand's story.

This will include:

- Brand tone of voice
  - Up to five (5) attributes, one paragraph each
- Marketing Copy to introduce sub-brand
  - Short: one (1) paragraph
  - Longer: two (2) paragraphs

Product Descriptors, up to ten (10)

#### BRAND GUIDELINES SITE

We will create a brand guidelines site that brings everything to life. It will communicate the sub-brand and architecture both internally, to create alignment with each of your employees, and externally to give partners an emotional and tangible expression of the brand.

It will include the following:

- BRAND STORY:  
An introduction to the meaning, purpose, and message for the sub-brand.
- STYLE GUIDELINE:  
A style guideline of the brand identity and art direction that can be used by all stakeholders to ensure consistency and equity creation for your sub-brand.
- Flexible identity system
- Typography
- Colors
- Iconography
- Photography and illustration guidelines
- Tone of Voice

# DELIVERABLE OVERVIEW

01

## Discovery

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PROJECT KICKOFF

BELIEF WORKSHOP

STAKEHOLDER INTERVIEWS

CULTURAL TRENDS

COMPETITIVE ANALYSIS

AUDIENCE RESEARCH

DISCOVERY PRESENTATION



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AUDIENCE RESEARCH  
DISCOVERY PRESENTATION

02

## Strategy

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BRAND STRATEGY  
BRAND ARCHITECTURE  
ADVISORY MEETINGS

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BRAND STRATEGY  
BRAND ARCHITECTURE  
ADVISORY MEETINGS

03

## Execution

BLVR will help evolve your brand to position it for future growth. From a compelling new brand story and modern identity to messaging frameworks, BLVR will craft a winning solution.

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NAMING  
BRAND IDENTITY AND ART DIRECTION  
MESSAGING FRAMEWORK  
BRAND GUIDELINES SITE

# THANK YOU

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