

# MEDIALE MARKENPRÄSENZ

## 18. JUGENDSYMPOSION KASSEL

ANDREAS SOMMER, WELEDA AG

# DARUM WIRD ES GEHEN

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HERKUNFT: DIE MARKE ALS TEIL VON UNTERNEHMERTUM

INNERE PRÄSENZ: DIE MARKE ALS IDENTITÄTSKONSTRUKT

KREATIVE PRÄSENZ: ÜBERSETZUNG DER MARKE IN KOMMUNIKATION

ÄUSSERE PRÄSENZ: ORCHESTRIERUNG VON MARKEN-KONTAKTPUNKTEN

# HERKUNFT

DIE MARKE ALS TEIL VON  
UNTERNEHMERTUM



## Rolle von Unternehmen

Bedürfnisse erkennen und  
mit geeigneten  
Leistungen antworten

## Rolle von Führung

Bewusstsein ausrichten  
und Präsenz herstellen

Marken repräsentieren die  
Identität von Unternehmen

## UNSERE ENTSTEHUNGSGESCHICHTE

Integrative  
Medizin



Klinik Arlesheim  
40% Stimmrechte an Weleda



Ita Wegman



Rudolf Steiner



Soziale Dreigliederung

Biolog.-dyn. Landwirtschaft



Goetheanum  
40% Stimmrechte an Weleda

# WAS UNS BEWEGT

## PURPOSE

Personal  
Growth

Meaningful  
Relationships

Being in service to  
something greater than  
myself



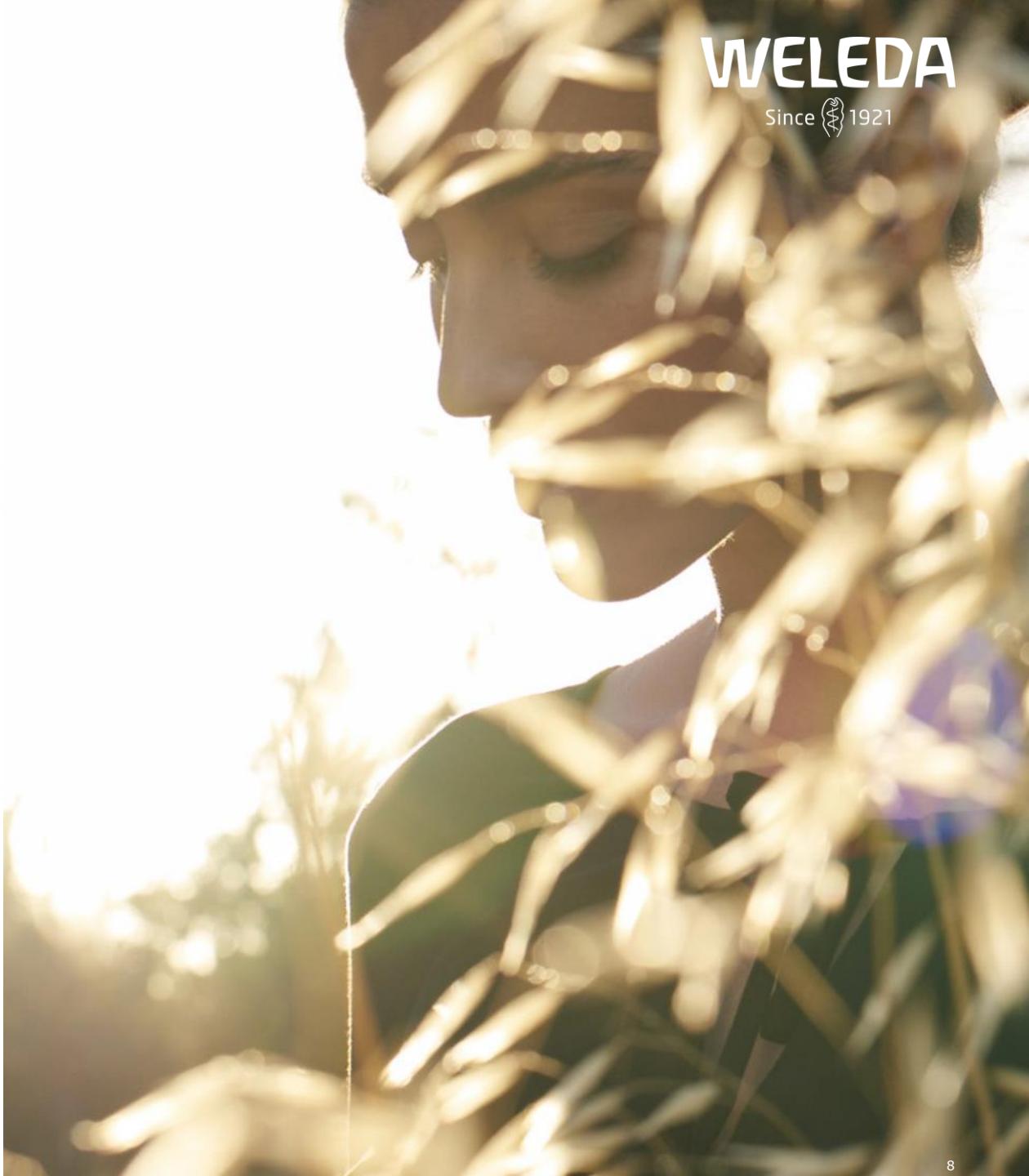
Weleda is a place for human development based on shared tasks.  
Organisation and individual are mutually instrumental for growth.

Creating a world in which health & beauty of human beings and nature continually unfold

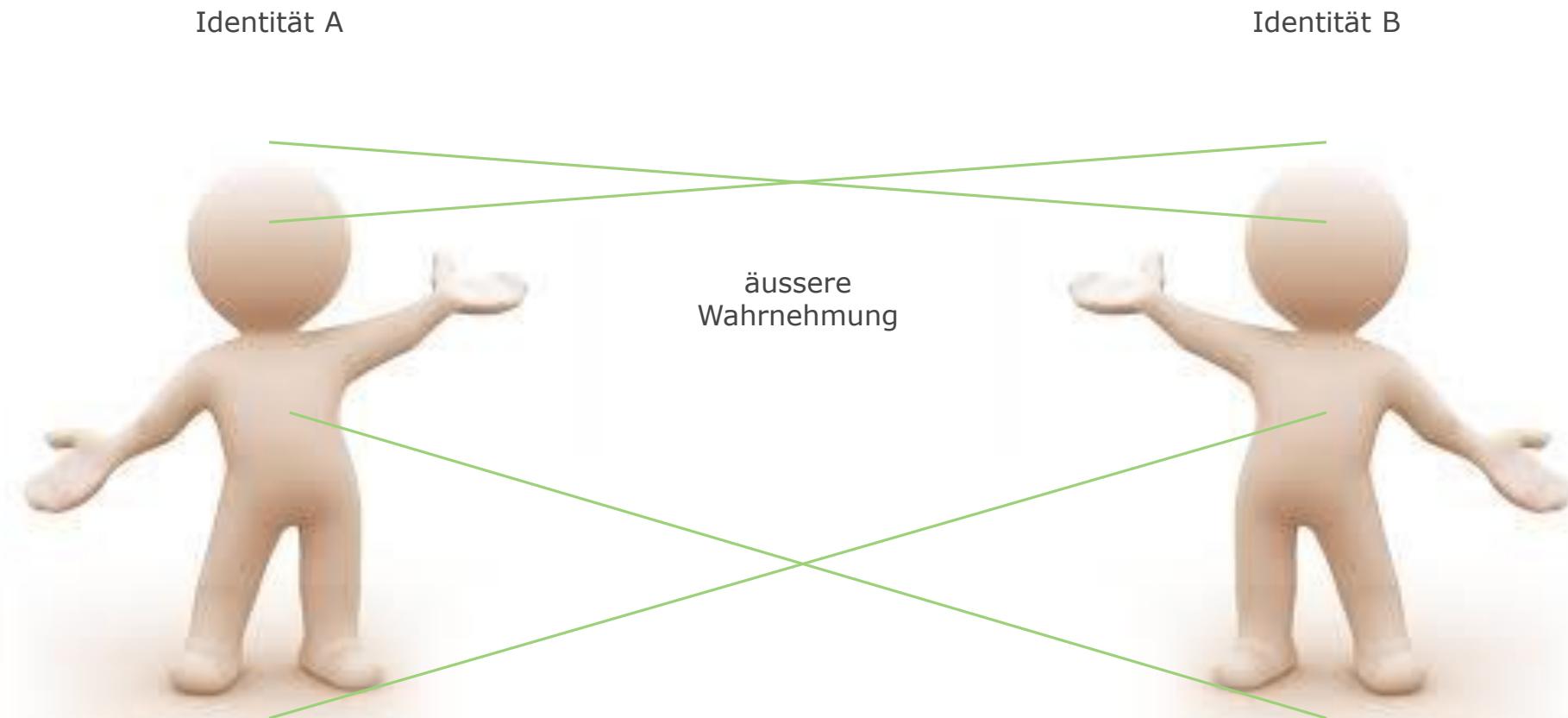


# INNERE PRÄSENZ

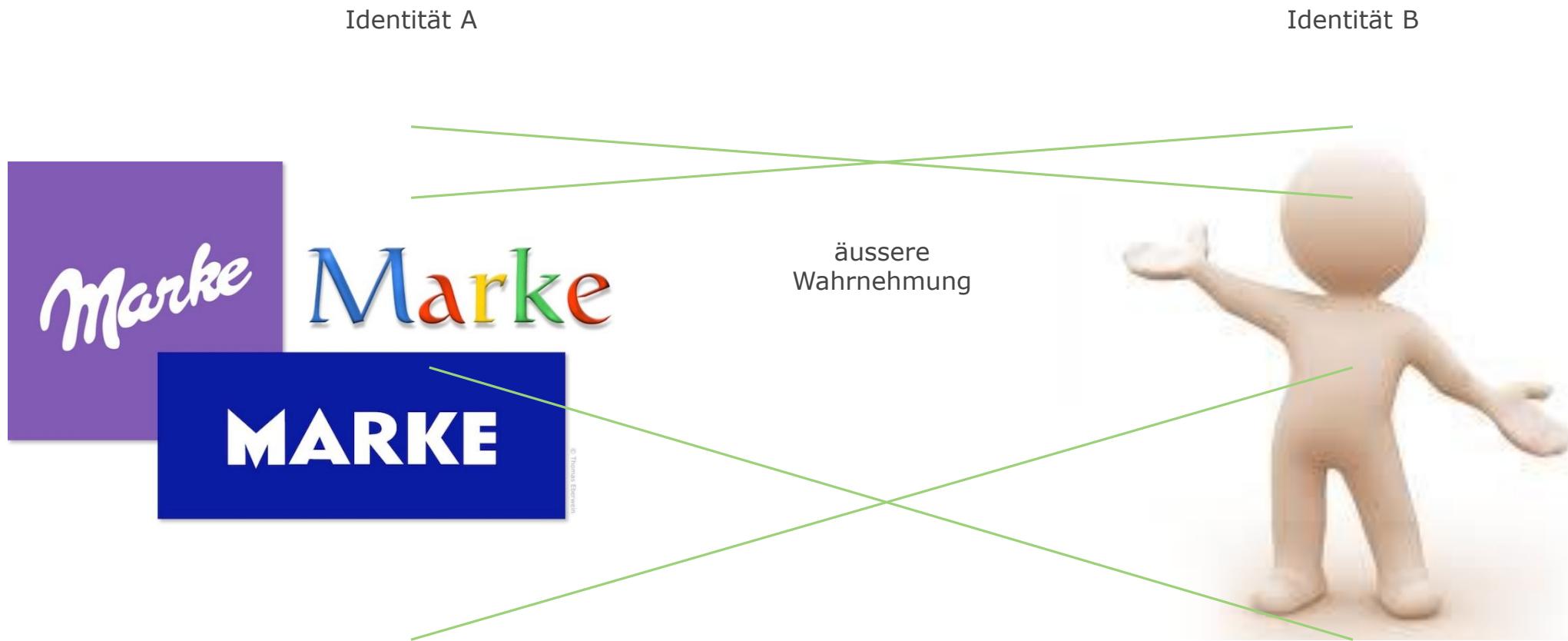
## DIE MARKE ALS IDENTITÄTSKONSTRUKT



# BEZIEHUNG ZWISCHEN INDIVIDUEN



# BEZIEHUNG ZWISCHEN INDIVIDUEN



# MODELL ZUR MARKEN-POSITIONIERUNG

## BESCHREIBUNG DER MARKENIDENTITÄT

**Markenkern** = wofür stehen wir

**Markenpersönlichkeit**

Charakter = wie ticken wir

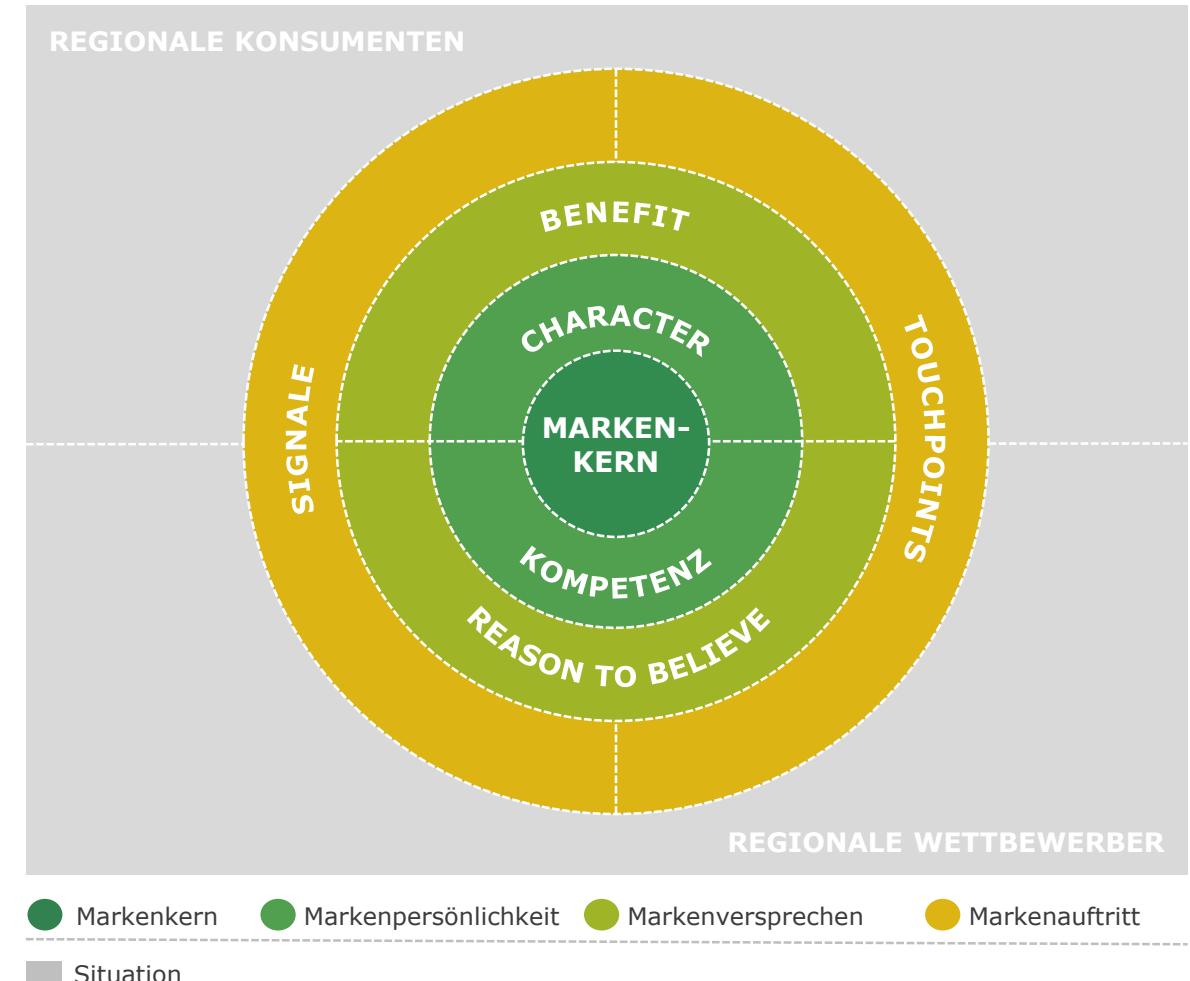
Kompetenz = was ist unsere Expertise

**Markenversprechen**

Benefit = was bieten wir

Reason to believe = warum sollten Konsumenten das glauben

**Markensignale und Touchpoints** =  
wie und wo können Konsumenten das erleben



# FOKUS MARKENPERSÖNLICHKEIT

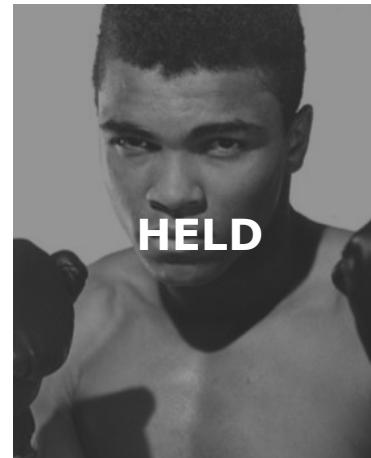
## ARCHETYPEN NACH C. G. JUNG



**ENTDECKER**



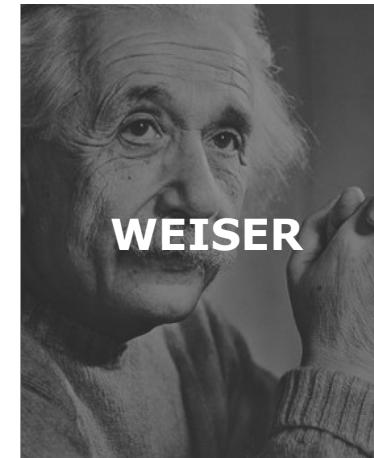
**REBELL**



**HELD**



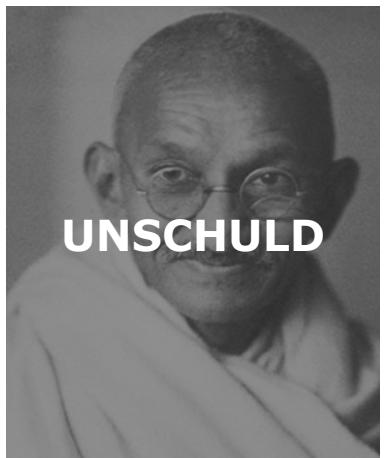
**HERRSCHER**



**WEISER**



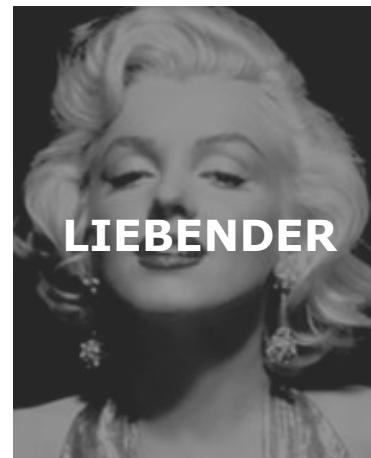
**FÜRSORGER**



**UNSCHULD**



**JEDERMANN**



**LIEBENDER**



**MAGIER**



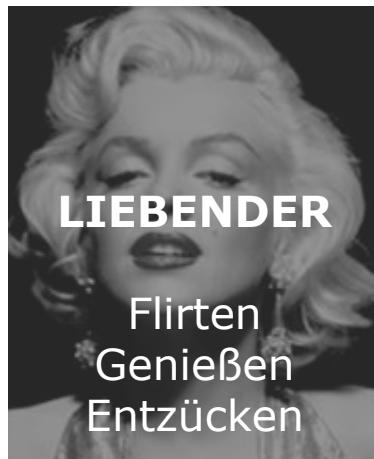
**NARR**



**SCHÖPFER**

# FOKUS MARKENPERSÖNLICHKEIT

ARCHETYPEN HABEN KLARE ABSICHTEN



# WIE WÜRDEN SIE “WALDÖRFSCHEULE” POSITIONIEREN?

## BESCHREIBUNG DER MARKENIDENTITÄT

**Markenkern** = Persönliche Entfaltung fördern

### Markenpersönlichkeit

Charakter = Weiser, Fürsorger

Kompetenz = Alle menschlichen Fähigkeitsbereiche entwickeln

### Markenversprechen

Benefit = Selbst-, Fach- und Sozialkompetenz

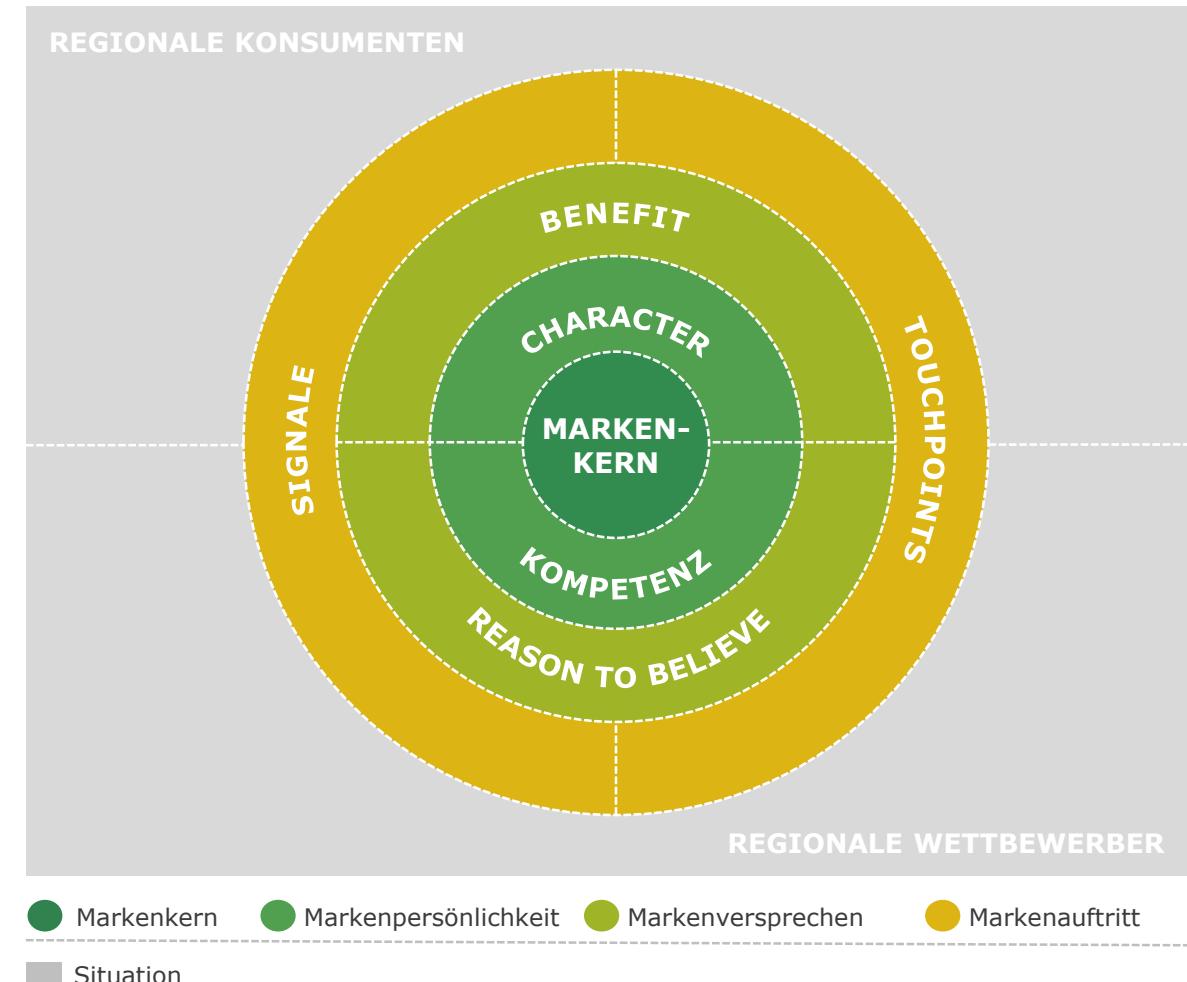
Reason to believe = Menschenkunde & Fachqualifikationen

### Markensignale

Architektur, warm, natürlich, Schrift

### Touchpoints

Soziale Kommunikationskanäle, Schulen, Aufführungen, Presse, Selbst-Information



# KREATIVE PRÄSENZ

ÜBERSETZUNG DER MARKE  
IN KOMMUNIKATION



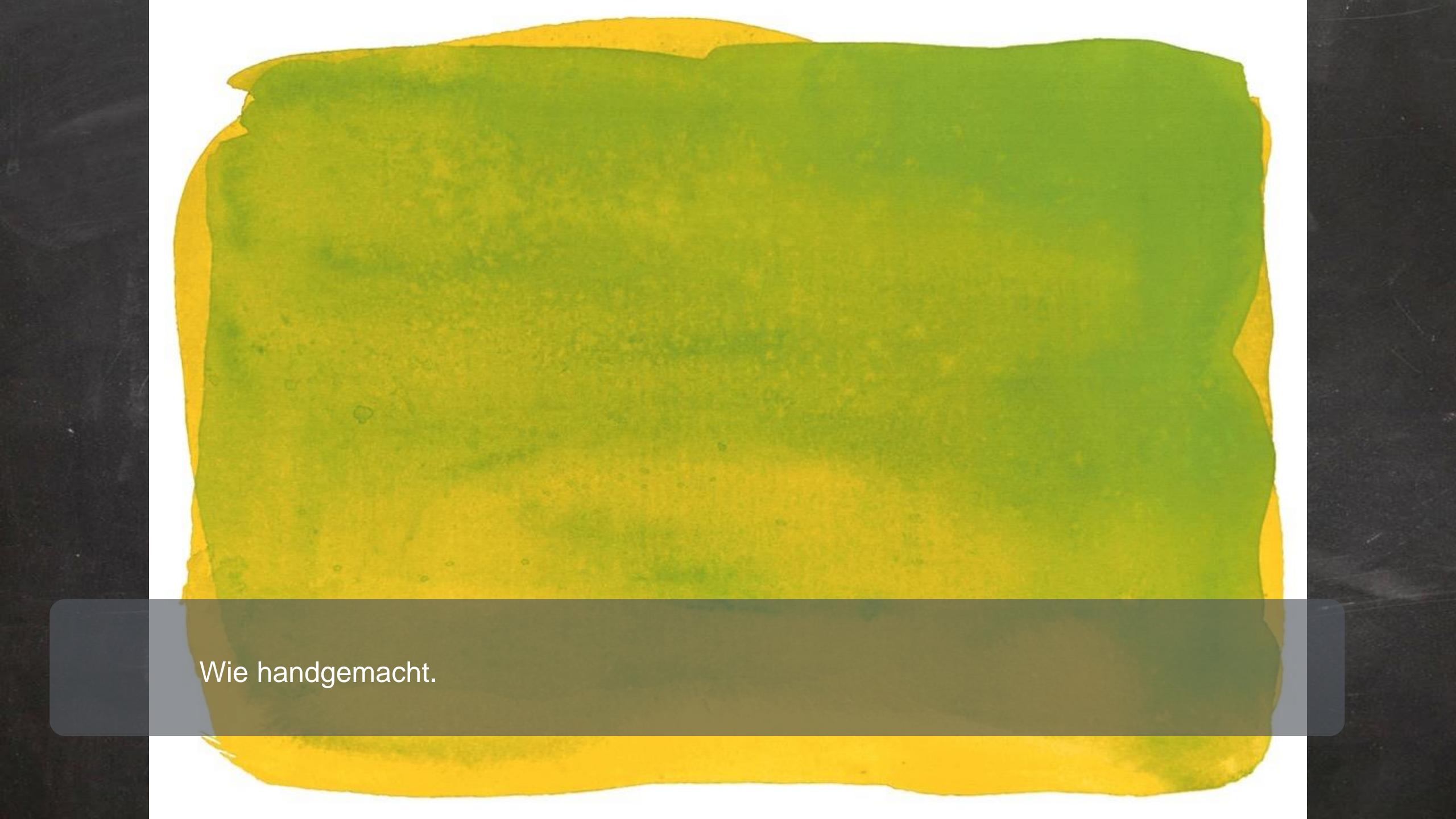


Die Farben als Eyecatcher...

... bilden die Basis unseres neuen Corporate Designs: jedoch nicht statisch und „technisch“.



Sondern lebendig, künstlerisch und einzigartig. Aus der Natur, aus dem Leben, aus dem Wasser.



Wie handgemacht.



Von der Begründerin der Naturkosmetik



Von der Begründerin der Naturkosmetik



• Beauty with Soul – Helen



- Watercolour als Rahmen
- harmoniert mit Foto
- handgemacht und  
natürlich
- lebendig
- einzigartiger Look



- Logo als Siegel oben rechts
- Slogan „Im Einklang mit Mensch und Natur“ am Ende der Copy oder unter der Headline



- „Bühne“ für Produkte und Text
- 2 Balken mit Farbverläufen, Effekt Multiplizieren, Transparenzen
- Moderner Look
- Höhe passt sich an Textmenge an



- Packshots mit Standschatten für optischen Halt



- Headline und Copy auf der Bühne
- Gliederung des Textes durch Balken

The advertisement features a woman with long, healthy brown hair in a sunlit, outdoor setting. The Weleda logo is in the top right corner, and a 'New' badge is overlaid on the products. The text 'The way to healthy hair is all natural.' is prominently displayed. A detailed description at the bottom left explains the product's natural origin and benefits.

WELEDA  
Since 1921

New

The way to healthy hair is all natural.

Give your hair back its natural beauty and make it shine, like a sun-kissed field of grain. Just as grains need fertile ground to flourish, a healthy scalp is vital for beautiful, smooth hair. The natural oat hair care range with Replenishing Shampoo, Conditioner and Treatment nourishes the scalp and smoothes the hair's surface for healthy, beautiful hair – in harmony with nature and the human being. [www.weleda.com](http://www.weleda.com)

- Werbung für neue Produktrange  
> Neu-Störer

# BEAUTY



# NATUR



# PRODUKT



# 3 BASIC LAYOUTS

# NEW COMMUNICATION ROLLOUT: Q3 / 2018

WELEDA  
Since 1921



**TRUE  
HEROES  
ARE  
GENTLE BY  
NATURE.**

Weleda Calendula Baby Care

Caring for baby is a conscious, bonding experience for us all, so being sensitive and aware of the products we use is purely instinctive. Turning to Calendula the Baby's gentle loving touch comes just as naturally – for healthy looking baby skin and shared happiness for you both. #makeslovecogrow

TRUSTED FOR OVER 30 YEARS

- Gentle natural care from the very first day
- 0% synthetic colorants, fragrances or preservatives
- Recommended by midwives

WELEDA BABY  
CALENDULA Happy Changes Cream  
BABY CALENDULA Shampoo and Body Wash

**"GIVE AND TAKE"**

EFFICACY IS CO-CREATED BY OUR PRODUCT AND YOUR BODY

IN LINE WITH SALUTOGENESIS – STIMULATE THE SELF-HEALING FORCES (PHARMA) AND THE RENEWAL PROCESSES OF THE SKIN (NATURAL BEAUTY)

Your skin's got it - the inbuilt potential to renew itself and protect itself from the effects of pollution. Now activate it with the power of pomegranate: nature's highly effective anti-oxidant and free-radical hunter. Weleda's Firming Pomegranate Face Care kick-starts your skin's own regeneration program – together we can do it! #pomegranateeffect

### PROVEN EFFICACY AFTER 28 DAYS

- Depth of wrinkles -29 %\*
- Cell renewal +23%\*
- Skin moisture +39%\*\*



**GIVE  
YOUR  
SKIN A  
LESSON  
IN AGE-  
DEFENSE.**

Weleda Pomegranate Face Care

Your skin's got it - the inbuilt potential to renew itself and protect itself from the effects of pollution. Now activate it with the power of pomegranate: nature's highly effective anti-oxidant and free-radical hunter. Weleda's Firming Pomegranate Face Care kick-starts your skin's own regeneration program – together we can do it! #pomegranateeffect

**PROVEN EFFICACY AFTER 28 DAYS**

- Depth of wrinkles -29 %\*
- Cell renewal +23%\*
- Skin moisture +39%\*\*

WELEDA  
POMEGRANATE Firming Day Cream  
POMEGRANATE Firming Face Serum



WELEDA Since 1921

\* Pomegranate Firming Serum efficacy results after 28 days. Application 2 times a day. Confirmed by an independent institute. \*\* after 30 min.

# NEW WELEDA LOGO EVOLUTION FOR BETTER BRANDING

WELEDA  
Since 1921

OLD LOGO



NEW LOGO



Research has told us that:

- Our current logo is made up of many elements
- Not consistently used
- Not understood by consumers, e.g. seal and circles
- Brand standout is problematic on small surfaces
- Logotype works but it's only 10% of the space used currently

We have evolved the logo to ensure:

- Simplified and self-confident, applicable for all touchpoints
- With heritage signature „since 1921“ remaining a strong asset
- Strong focus on Weleda, achieving better brand recognition
- A modern, pure look in line with our brand core

## ÄUSSERE PRÄSENZ

ORCHESTRIERUNG VON  
MARKEN-KONTAKTPUNKTEN



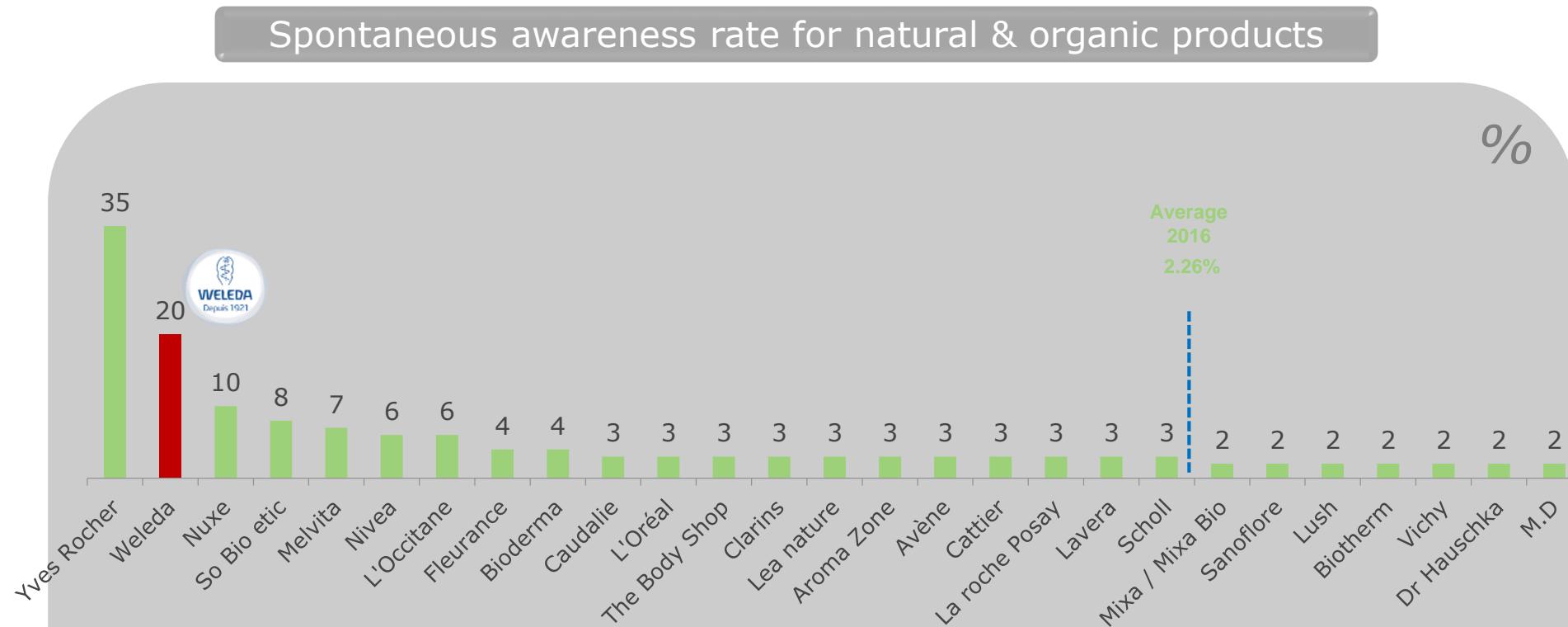
## Case: Pomegranate Campaigns in France

### Why Pomegranate range as focus since 2015 until now ?

1. 1 message = better memorization
2. The attractive color, fragrance and texture  
(= perfect to recruit new consumers)
3. Pomegranate leadplant was innovative at this time:  
lot of competitors copied this concept later
4. Potential of new consumers for this wide range – we show our wide expertise (face, body, cleansing) - with high margins.



High growth of the spontaneous awareness rate = +6% within 2 years

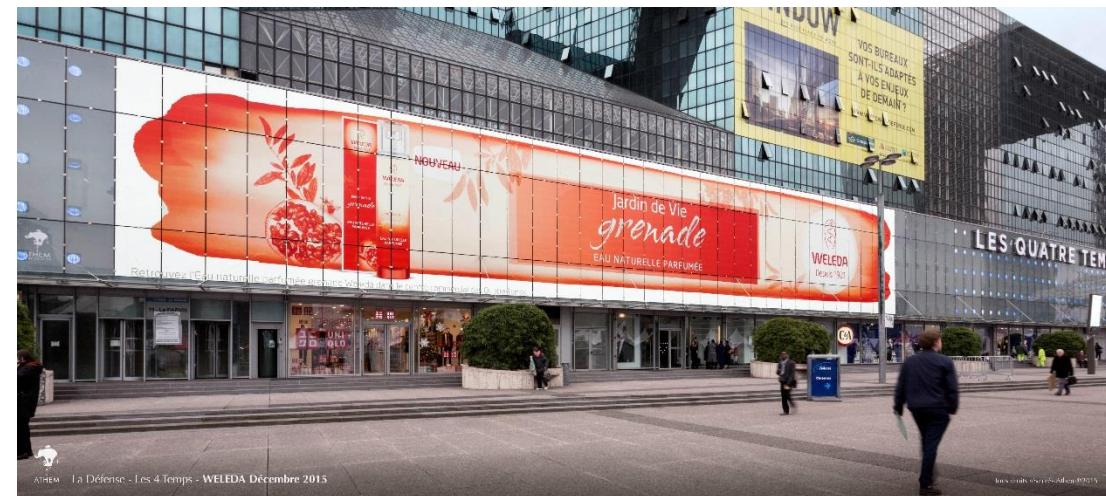


Source: GFK institute November 2017

Key Learnings a 360° view



## City posters in 2015 in stations and la Défense (Paris)



Pomegranate Communication throughout the year **2017**  
with a 360° vision : Displays in POS (same since 2015)

January

## Displays in POS throughout the year

December



Facial Care



Face Care



Body Oils  
Display



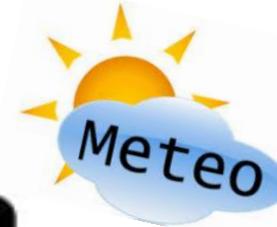
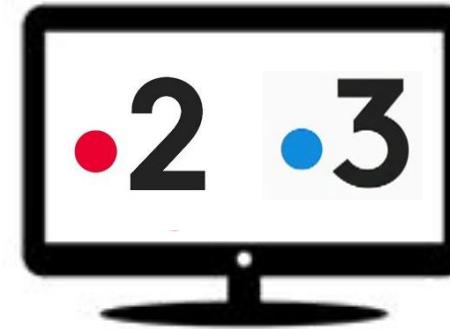
Christmas boxes



Hand Cream Display



Pomegranate Communication since 2015 with a  
360°view



32 weeks	3 832 messages
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## Actions throughout the year

### Women's Magazines

Ads on face care & body oil for  
Pomegranate in **15** magazines

### TV Sponsoring on famous TV

channels

- 2016 & 2017: before and after **a movie** : 8 and 12 seconds

→ More than **9/10** women of our target  
touched

## Spot TV about Pomegranate



Focus on Pomegranate in 2017: digital communication thanks a video dedicated to social medias



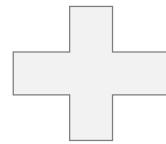
## Key Learnings

### 1<sup>st</sup> step : Distribution

→ **POS** campaigns and  
**Trade** Marketing  
operations

+

→ Social networks  
→ Press contacts



*Too many  
products is not  
impacting*



*Enough stock in the POS on  
pomegranate range*



*Prefer 1 star  
product for a  
better  
memorization*



Focus on **visibility** and **budget** :  
Pomegranate is a leadplant  
→ Consistency and Repetition  
effect on the long term (leadplant  
and product without model/ Nature  
is « our star »).  
The key visual with RED color is  
impacting, copied by competitors

## TURNOVER AND MARGINS

**WELEDA**  
Since 1921

**WELEDA**  
[WELEDAGLOBALGARDEN.COM](http://WELEDAGLOBALGARDEN.COM)



# GLOBAL GARDEN IDEA: GLOBAL BRAND CAMPAIGN FOR WELEDA

WELEDA  
Since 1921

COMMUNICATE OUR VALUES, DIVERSITY, TRUE SUSTAINABILITY AND TRANSPARENCY



- We were looking for a person who wanted to travel the Weleda world for 3 months
- Visit 11 countries around the globe
- Visit the local Weleda subsidiary, see our gardens, learn about our projects and talk to the people behind the brand
- And then share this with other consumers on a blog

# GLOBAL GARDEN PHASE 1 APPLICATION

WELEDA  
Since 1921

## MASSIVE INTEREST AND CONTACTS



- 4 weeks application phase in summer 2017 parallel in 16 countries
- 2,941 consumers applied
- 446,000 users visited the microsite to apply or vote
- Many PR articles
- And hundreds of social media posts

# GLOBAL GARDEN PHASE 2 GET TOGETHER AND CASTING

WELEDA  
Since 1921

MEET IN PERSON AND LEARN ABOUT WELEDA



- 16 finalists (one from each country) got together at Weleda Germany
- They learned about the brand and had to proof their communication skills
- They grew together and felt deeply in love with Weleda
- In this week, these 16 girls created 252 posts on Instagram which generated 112.000 Interactions

# GLOBAL GARDEN THE WINNER

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WELEDA  
Since 1921

## OUR WINNER: LAUREN FROM AUSTRALIA



- At the end of the casting week, a winner had to be chosen:
- Lauren, 36 from Australia
- She is a very creative, talented and interested person
- She even quit her job to fully focus on Global Garden

# GLOBAL GARDEN PHASE 3

## TRAVEL THE WELEDA WORLD

WELEDA  
Since 1921

11 COUNTRIES IN 3 MONTH - MANY, MANY STORIES



- Right now, Lauren is doing the journey of her lifetime
- Really experiencing, what Weleda is all about
- Follow the journey in near time:  
<https://www.instagram.com/explore/tags/globalgarden/>
- Or read in-depth articles on  
<https://weledaglobalgarden.com/>

# DARUM GING ES

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**FRAGEN?**

UND DANKE FÜR IHRE PRÄSENZ