

JK LAKSHMIPAT UNIVERSITY
Institute of Design
NAAC 'A' Grade Accredited

Repositioning Glow & Lovely for Gen Z

VOL. 1 of 2

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Sponsor : **Mullenlowe Lintas Group**

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Programme :
Bachelor of Design (B.Des)
Interdisciplinary Design

THE GRADUATION PROJECT 2024

Originality Statement

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Date: 18.08.2024

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The Evaluation Jury has recommended **Ugesh K**

for graduation from **Institute of Design, JK LAKSHMIPAT UNIVERSITY**

with specialization in **Interdisciplinary Design**

Herewith, for the project titled Repositioning Glow & Lovely for GenZ

on fulfillment of requirements by

Jury Chairman	**Anirudha Biswas**	
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Remarks, if any.

Dean, Institute of Design
JK Lakshmipat University

PREFACE

As a design student with a passion for exploring unique approaches, I chose an advertising agency for my graduation project to delve into a field I've always been intrigued by: research. While the project is not directly connected to my internship, I drew inspiration from my workplace experience.

The focus of my project is on the brand Fair & Lovely, now rebranded as Glow & Lovely, and the exploration of clean skincare. I dedicated significant time to researching the brand's history, its evolution, and the broader context of clean skincare. This endeavor has offered me a fresh perspective on understanding corporate brands, their histories, and the tools and ethics of advertising.

Through this project, I gained valuable insights into the complexities of brand management and the impact of advertising strategies, further deepening my appreciation for the intersection of design, ethics, and consumer behavior.

Acknowledgement

This document represents the culmination of my four years of learning at JK Lakshmipat University (JKLU), with a particular focus on the insights gained during my graduation project. Throughout this journey, I encountered challenges that tested my skills, knowledge, and perseverance. However, these experiences proved invaluable, offering opportunities to learn, adapt, and overcome obstacles, significantly contributing to my personal and professional growth.

I am deeply grateful to Prof. A. Balasubramaniam, the founding director of the Institute of Design at JKLU, for bringing together a dedicated team of faculty members who have provided unwavering support and invaluable expertise. His significant contributions and continuous mentorship have been instrumental in establishing and nurturing this institute.

I would also like to extend my heartfelt thanks to my mentor, Dr. Devanuj Balkrishan, faculty of Interaction Design, for his unwavering support and for helping me view the field of design through a new lens. His feedback has been invaluable in refining my craft and guiding the direction of my project.

I am also grateful to the designers and my managers, Durga Mam and Bhumika Mam, at Lowe Lintas and dCell, for their continuous support and motivation during my internship. I would also like to thank my fellow interns for their unwavering support throughout this experience.

Furthermore, I extend my gratitude to the faculty and staff at JK Lakshmipat University, Jaipur, for providing the necessary resources, facilities, and academic support.

Last but not least, I am deeply thankful to my family, friends, and loved ones for their support, encouragement, and motivation throughout this journey.

Finally, I would like to extend my sincere appreciation to anyone I may have unintentionally missed acknowledging. I have made every effort to recognize all those who contributed to my graduation project, and I am deeply grateful for their support, guidance, and contributions.

Project

Repositioning Glow & Lovely for Gen Z

Researched Glow & Lovely and analyzed Gen Z skincare trends. Created strategies and campaigns to align the brand with Gen Z preferences and promote relevant skincare solutions.

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Introduction



Institute of Design, JK Lakshmipat University





Established in 2011, JKLU is inspired by the futuristic vision of Lala Lakshmipat Singhania, the key founder of Lakshmipat Singhania Education Foundation. Under the aegis of J.K.Organisation, the Foundation has been extending its legacy and vision of 'Education to all' for decades. Institute of Design at JKLU aims to shift from conventional design education towards a more future-ready and transformative way of learning to enable students to become successful designers.

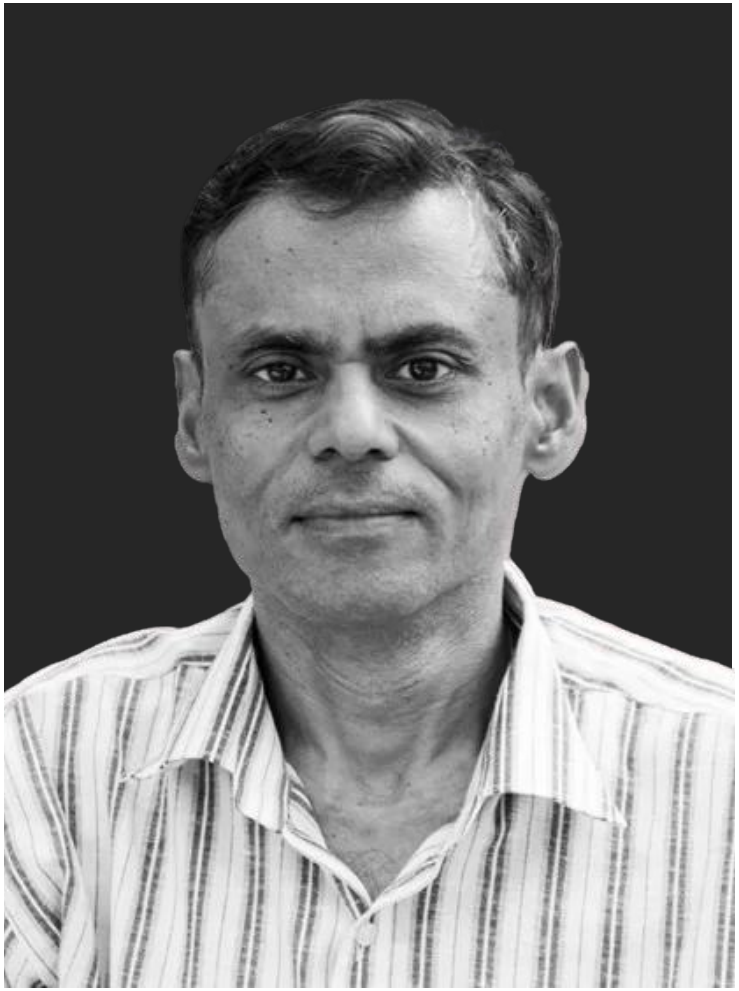
Interdisciplinary Design, JKLU



Initially, I chose Product Design, but upon discovering the true nature of Interdisciplinary Design, I became more enthusiastic and felt it was the right path for me. Interdisciplinary Design encompasses various aspects of design, including Visual Design, Product Design, Interaction Design, and Spatial Design, with an emphasis on problem-solving and application. It allows learners to broaden their skills and knowledge, bridging different domains such as design, business, entrepreneurship, culture, and technology.

During my college years, I embraced this interdisciplinary approach by exploring diverse courses and experimenting with assignments in my own unique way. This experience has enriched my understanding and helped me connect different areas of design effectively.

About Mentor



Prof. Devanuj K. Balkrishan

Professor, Institute of Design

PhD in Human Interaction from IIT, Bombay ; M.Des from IIT ; B.Arch from IIT,Roorkee

A designer with qualifications in Architecture from IIT Roorkee, Product Design from IIT Delhi, and Human-Computer Interaction from IIT Bombay, he specializes in solving human problems related to habitat and usability. His work involves four phases: Analysis, Exploration, Design, and Evaluation.

He has developed methods for handwriting recognition at Tata Consultancy Services and is currently focused on digital technology usage in rural and low-literate contexts in India. For the past three years, he has been on the program committee of the Indian conference on Human Computer Interaction (India-HCI).

His background includes a strong inclination towards social sciences and statistics, a student-practitioner of Advaita Vedanta philosophy, and experience in mathematics and programming from his time at India's largest IT company. Additionally, he is an artist with skills in poetry, film making, and music composition.

Sponsor

MULLENLOWE
LINTAS GROUP

MullenLowe Lintas Group

MullenLowe Lintas Group is a leading integrated marketing communications agency in India, renowned for its innovative and impact advertising solutions. Established in 1969, the agency is part of the MullenLowe Group, a global network known for its strategic creativity and integrated approach to marketing.

MullenLowe Lintas Group has a strong legacy of delivering award-winning campaigns across various platforms, including television, digital, and print. Their expertise spans across brand strategy, creative development, media planning, and public relations. The agency is celebrated for its deep understanding of the Indian market, which allows it to craft culturally resonant and effective marketing strategies.

With a focus on combining creativity with data-driven insights, MullenLowe Lintas Group helps brands build meaningful connections with their audiences and achieve their business goals.

Introduction



During the first two months of my internship at dCell, I focused on branding and packaging. Later, I transitioned to Lowe Lintas, an ad agency specializing in campaigns and prints. Upon meeting my manager, we discussed the ongoing projects and clients, including Glow & Lovely, TRESemmé, and Surf Excel. When I learned that Glow & Lovely was formerly Fair & Lovely, I was intrigued. Questions flooded my mind: Why was the brand renamed? Who is the target audience now? Do people, especially Gen Z, still buy their products? This curiosity about the brand's evolution and its connection with Gen Z sparked the idea for my project.

How Beauty cream came into picture:

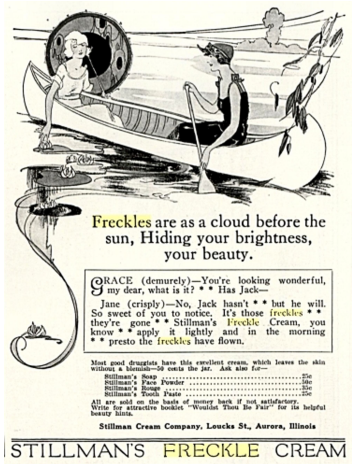


Before we dive into the history of Fair & Lovely, it's important to understand the broader origins of beauty creams. The journey began with products like Freckle Waxes, Skin Bleaches, and Tanning Lotions.

These early products paved the way for what would become a global industry. Among the pioneers was Afghan Snow, a beauty cream that gained popularity and set the stage for the development of more specialized products. Understanding these origins provides valuable context for the emergence and evolution of Fair & Lovely in the beauty industry.

Freckle Waxes or Skin Bleaches







In the early 1900s, skin lighteners were prominently marketed under names like "freckle waxes" or "skin bleaches." These products quickly became some of the most popular cosmetics globally, with formulations that often included mercury, despite its harmful effects. The appeal of these products extended across racial and ethnic lines, attracting white, black, and brown women alike.

Women sought out freckle waxes and skin bleaches for various reasons. Some aimed to fade blemishes, freckles, and dark spots, while others pursued an overall lighter complexion. These desires were deeply influenced by racialized beauty ideals, which were rooted in the history of slavery, colonialism, and segregation.

The marketing of these products was a reflection of capitalist competition, with manufacturers using a variety of names and messages to appeal to the diverse reasons why people bought skin lighteners.

Tanning Lotions



In the 1920s and 1930s, white consumers began shifting from freckle waxes and skin bleaches to tanning lotions, as tanning became a symbol of white privilege and leisure. This shift marked the start of tanning lotions gaining popularity, while skin lighteners became more closely associated with people of color.

For black and brown consumers, especially in regions like the US, South Africa, and Kenya, where racism and colorism were prevalent, even minor differences in skin tone could have significant social and political implications. In response, during the 1950s and 1960s, manufacturers softened their marketing language. Terms like "skin lighteners" and "skin toners" replaced "skin bleaches," appealing to a broader audience while avoiding the offensive connotations of "whitening.

Afghan Snow



Launched in 1919 by Ebrahim Sultanali Patanwala, Afghan Snow gained fame as India's first versatile beauty cream. Initially named by the Afghan king who was reminded of his snowy homeland, it quickly became popular for its all-purpose use as a makeup base, moisturizer, and sunscreen. The brand enjoyed significant glamour and endorsement, including support from Mahatma Gandhi and Bollywood icons.

Despite its early success and cultural impact, Afghan Snow struggled to compete with modern multinational brands and shifting beauty standards, leading to its decline by the 1980s. Its legacy endures as a significant milestone in India’s beauty history, known for its holistic and non-colorist approach.

Fair & Lovely

Brand story



Developed in 1975 **Marketed in 1978**

Fair & Lovely, launched in India in 1975 by Hindustan Unilever, quickly became a leading name in the skincare market. Initially introduced as a fairness cream, the brand's marketing emphasized skin lightening as a means to enhance beauty and social acceptance. It capitalized on prevalent societal ideals linking fairness with attractiveness and success. Over the decades, Fair & Lovely became a household name, with extensive advertising campaigns reinforcing its core message. The brand's success was built on its promise to provide a lighter complexion, which resonated deeply with its target audience. However, this emphasis on fairness also drew significant criticism for perpetuating colorism and reinforcing harmful beauty standards. Despite evolving consumer attitudes and increasing awareness about the impact of colorism, Fair & Lovely maintained its market presence through consistent branding and a wide range of products tailored to different skin types and needs.

Mission

"To deliver fairness treatments with superior efficacy, to reach more and more women around the world"

Brand Origin and Development



Fair & Lovely was launched by Hindustan Unilever in 1975, emerging from the small "Toilet Preparations" division, which previously handled mundane products like shaving cream and talcum powder. Initially met with skepticism, the brand's development was spearheaded by Rajesh Bahadur, who proposed a fairness cream alongside a hair growth product. Despite internal debates, consumer research revealed a significant demand for fairness products.

Fair & Lovely was introduced with a promise of lighter skin in six weeks. Its success was bolstered by scientific claims and an extensive door-to-door marketing campaign. Under the leadership of Shunu Sen, the brand became a national sensation, tapping into a deep-seated cultural preference for lighter skin, while the hair regrowth product never reached the market.

Strategic Overview

Segmentation and Target Market
Fair & Lovely targets individuals aged 18 and above, focusing primarily on the 21–35 age group, with some younger users. The brand caters to those seeking skin fairness and glow.

Pricing Strategy
The brand uses flexible pricing, competitive and tiered pricing strategies, and psychological pricing techniques to appeal to a broad market segment.

Product Strategy
The brand uses advanced technology for its skin-lightening creams, incorporating ingredients like papaya, watermelon, and vitamins. Products are marketed as safe, free from harmful ingredients, and approved by the Bureau of Indian Standards (BIS).

Place Strategy
Fair & Lovely is widely distributed in urban and rural stores and has a strong online presence. It is available in South Asia, the Middle East, and Africa.

Promotion Strategy
Fair & Lovely promotes its products through initiatives like the Glow and Lovely Foundation and high-profile celebrity endorsements. Marketing includes diverse media channels and strategic retail partnerships.

SWOT Analysis

Strengths

- Strong Brand: Glow & Lovely, formerly Fair & Lovely, is a leading fairness cream brand with significant global presence, valued over $6 billion.
- International Reach: Available in over 45 countries, benefiting from Unilever's extensive distribution network.
- Effective Promotion: Successful advertising campaigns that link fairness with self-confidence.
- Unilever Backing: Gains from Unilever's financial support and distribution advantages.
- Women's Empowerment: The Glow & Lovely Foundation enhances the brand's image by supporting disadvantaged women.
- Distribution Network: Established strong distribution channels and effective training programs for sales teams.

Weaknesses

- Criticism: Facing backlash for perpetuating colorism and demeaning darker skin tones.
- Quality Issues: Past concerns over microbial contamination affecting brand reputation.

Opportunities

- Evolving Trends: New consumer behavior trends and increased skincare awareness open opportunities for expanding product lines and entering new markets.
- Men's Products: Potential to introduce products for men, like Glow & Lovely-Menz Active.

Threats

- Intense Competition: Rising competition from brands like Fairever and No Marks.
- Herbal Trends: Growing preference for herbal and natural products.
- Protests: Ongoing criticism for perceived racial insensitivity continues to challenge the brand's image.

Evolution of Fair & Lovely

Phase 1: The Beauty Standard (1976-2000)

- Initial Positioning (1976-1986): Marketed as a beauty cream to help women attain fairness and attract a suitable husband. Advertisements emphasized the link between fair skin and marital success.
- Elite Beauty Cream (1986-2000): Emphasized the cream's role in elevating social status and improving marriage prospects. Ads targeted younger women, suggesting fairness as a key to changing destiny and improving social standing.
-

Phase 2: Expanding Appeal (2001-2006)

- Targeting Youth (2001-2006): Focused on younger demographics and rural areas, portraying fairness as a means to overcome poverty and enhance social status. Ads featured modern, confident young women and positioned the product as a tool for social mobility.
-

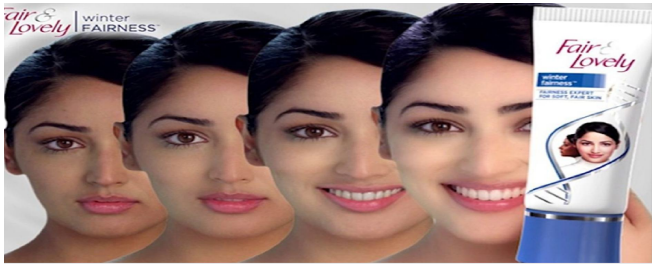
Phase 3: Empowerment Shift (2006-2018)

- Emphasis on Self-Confidence (2006-2018): Shifted from fairness to "glow," with ads focusing on career-oriented women and self-confidence rather than marriage. The brand evolved to highlight personal achievement and professional success.
-

Phase 4: Rebranding and Modernization (2018-Present)

- Glow & Lovely Rebranding (2018-Present): Transitioned from fairness to “Glow & Lovely” to address criticism of promoting colorism. Modern campaigns emphasize inclusivity, self-esteem, and skin health, moving away from traditional beauty standards to resonate with a broader, more diverse audience.

Ad Campaigns









The campaigns for Fair & Lovely (FAL) have long been controversial for promoting fairness as a key to social success. Early advertisements positioned the cream as essential for women to attract better marriage prospects, perpetuating stereotypes that equated fairness with desirability. Over the years, FAL's campaigns continued to link fairness with social and economic advancement, portraying lighter skin as a means to achieve higher status and personal success. These messages faced significant backlash for reinforcing colorism and undermining self-esteem. Despite evolving towards more modern themes of self-confidence and career success, the brand has struggled with its legacy of promoting skin color as a marker of value.

Role of Indian Cinema



The Indian film industry, including Bollywood and Kollywood, has significantly influenced societal perceptions of beauty by promoting fairness creams and reinforcing colorism. These industries often cast lighter-skinned actors in leading roles, while darker-skinned individuals are frequently assigned secondary or negative roles. Such portrayal sends a message that lighter skin is more desirable, successful, and beautiful. Bollywood films, in particular, have perpetuated the stereotype that fairness is a gateway to social acceptance, romantic success, and professional advancement.



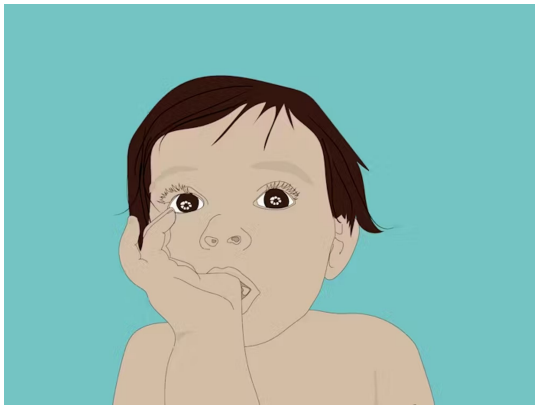
Kollywood and other regional film industries follow similar patterns, contributing to a pervasive cultural belief that equates fairness with beauty. This representation in films and advertisements not only perpetuates but also amplifies colorism, placing undue pressure on individuals to conform to these beauty standards.

Colorism



Colorism, a term coined by Alice Walker in 1982, refers to the preferential or prejudicial treatment of individuals based on their skin color within the same racial or ethnic group. Unlike racism, which is an intergroup phenomenon, colorism occurs intragroup and influences social dynamics and personal interactions.

Colorism in India might start from the moment a child comes into the world.



Psychological Well-Being

The pervasive colorism in India has profound effects on psychological well-being, leading to low self-esteem, lack of confidence, and dissatisfaction with one's body image and skin color.

Recurrent Patterns

Women encounter skin color bias daily, with girls becoming aware of their skin color from a young age. This awareness is often exacerbated by pressure from family and media during teenage years, leading to a belief in skin-lightening products and home remedies. The constant societal pressure to conform to an ideal of lighter skin imposes a heavy burden, perpetuating these issues across generations.

Fairness Mania



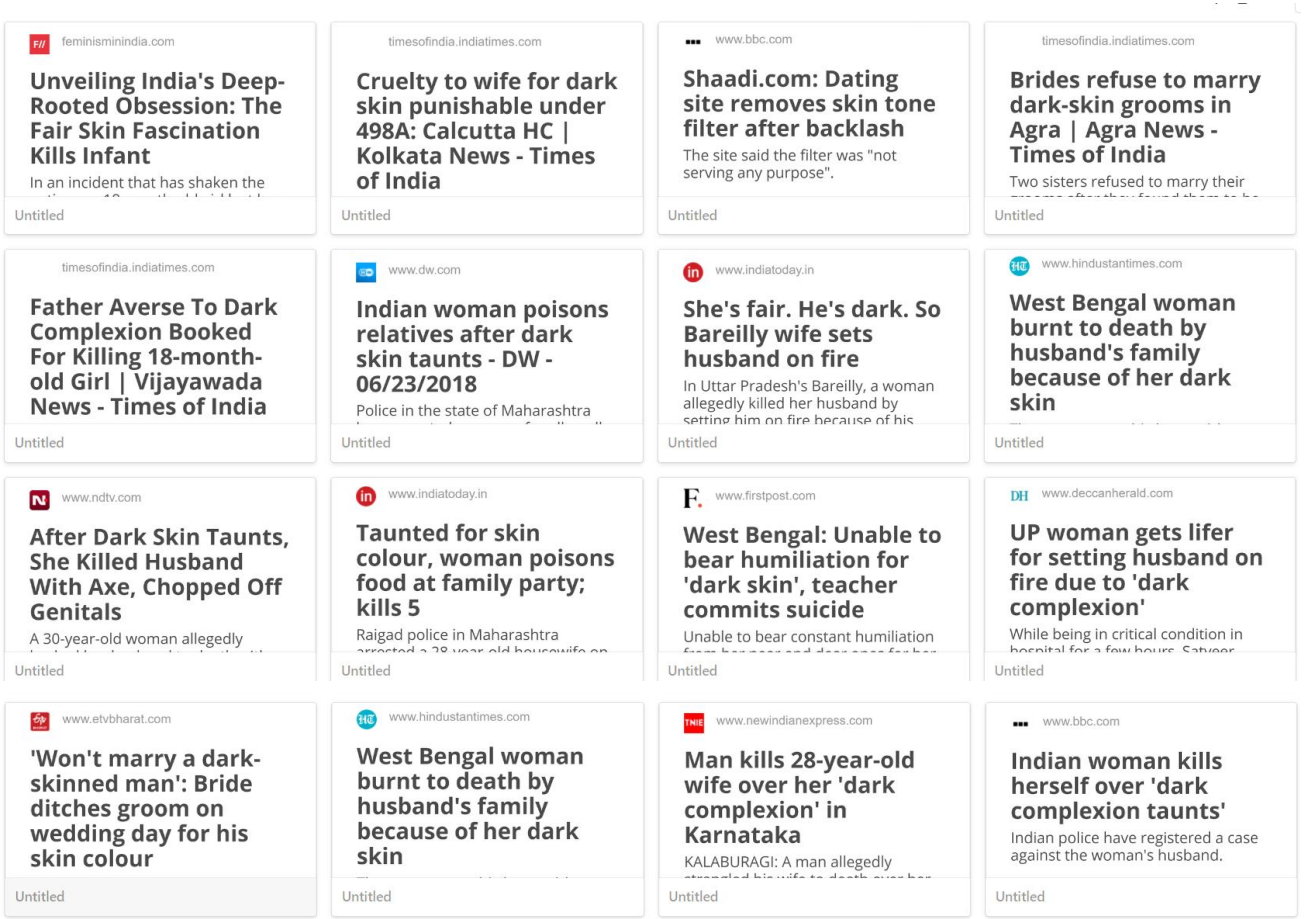


Fairness Mania has fueled a dangerous dependence on skin-lightening drugs in India. Betamethasone, a potent topical steroid used for treating skin conditions like psoriasis and eczema, is often misused for its side effect of skin lightening. This misuse has led to severe skin issues and dependence.

In 2017, the Indian Association of Dermatologists, Venereologists, and Leprologists (IADVL) successfully petitioned the Delhi High Court to list Betamethasone and similar creams under Schedule H drugs, requiring a prescription for purchase.

Additionally, reports reveal a disturbing trade in skin from Nepali women, with a 100-inch square piece of fair skin fetching between ₹50,000 and ₹1,00,000 in cities like Delhi and Mumbai. This trade underscores the grim reality of how India's cosmetic surgery industry, thriving on the exploitation of the poor, contributes to global demand for such unethical practices. The cycle involves exporting raw materials from India, processing them abroad, and re-importing the products, thus perpetuating a harmful global market.

Colorism and Fairness Stereotypes



Colorism and fairness stereotypes have led to severe and tragic incidents across India. Women have been abused, set on fire, or even murdered by their families for having dark skin. Children have faced violence, with a case where a father killed his daughter due to her complexion. Marriages have been called off, and individuals have committed suicide after relentless taunting about their skin color. These incidents highlight the deep-rooted and dangerous obsession with fairness, which continues to perpetuate discrimination and violence in society.

Downfall of fair and lovely

Fair & Lovely's decline was accelerated by movements and hashtags challenging its promotion of fairness as beauty. Anti-colorism activists and the body positivity movement criticized the brand for reinforcing discriminatory beauty standards. Hashtags like #DarkIsBeautiful, #EndColorism, #UnfairAndLovely, and #BeautyBeyondColor played a key role in advocating for inclusive beauty standards and pressuring the brand to rethink its messaging in light of growing societal awareness.

1. Dark Is Beautiful



In 2009, Kavitha Emmanuel, founder of Women of Worth, launched the "Dark is Beautiful" campaign to challenge the belief that a person's worth is tied to their complexion. The campaign advocates for the celebration of diverse beauty and fights against colorism in society.

2. #UnFairandLovely



In 2016, three students from the University of Texas, Austin, launched the #UnfairAndLovely Instagram campaign to challenge colorism. It encouraged people with darker skin tones to share their photos and stories, promoting the beauty of all skin tones and sparking global conversations about the impact of colorism.

Black Lifes Matter

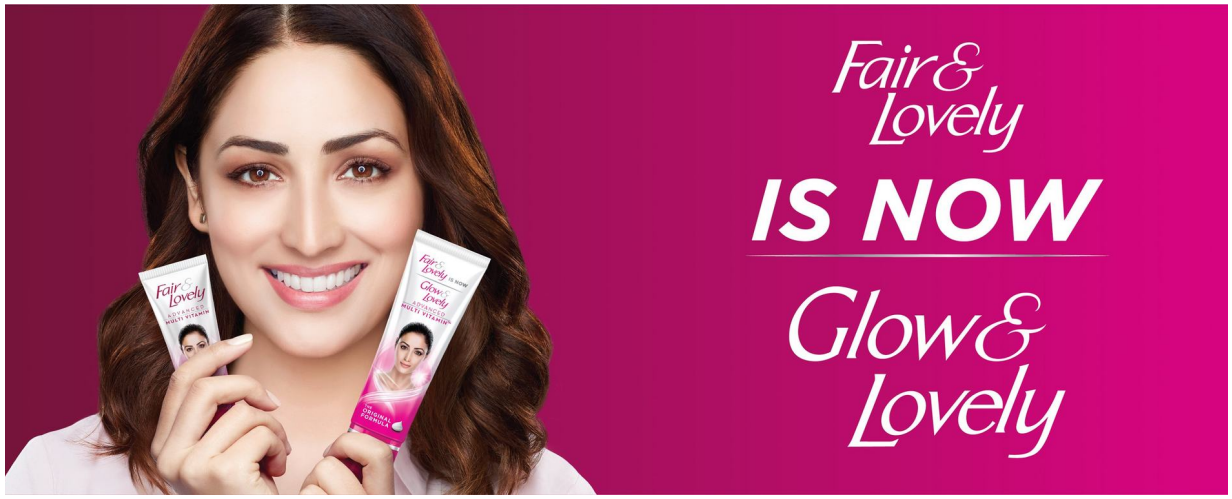


The Black Lives Matter movement sparked backlash against fairness creams for promoting colorism and reinforcing the idea that lighter skin is more desirable. This criticism led to calls for brands to rebrand or discontinue these products, as they were seen as perpetuating harmful stereotypes and racial biases.

Major skincare brands are making significant changes to their product lines and marketing strategies in response to growing awareness of colorism. Johnson & Johnson will stop selling skin whitening products in Asia and the Middle East, including its Clean & Clear Fairness line in India.

L'Oréal has committed to removing terms like "whitening" and "fair" from its products. Similarly, Nivea's parent company, Beiersdorf AG, is distancing itself from these terms and reviewing its product offerings. Unilever, Procter & Gamble, and Shiseido are also eliminating fairness-related claims to promote more inclusive and diverse beauty standards.

Fair & Lovely renamed



Glow & Lovely

The rebranding of Fair & Lovely (now Glow & Lovely) marks a significant shift towards a more inclusive vision of beauty. The company has removed terms like "fair," "whitening," and "lightening" from its products and communications, reflecting consumer research that shows a growing demand for a holistic definition of beauty.

The introduction of the term nikhaar—which encompasses glow, radiance, even tone, and clarity—represents this new direction. The shift is also evident in their advertising, which has moved from promoting skin fairness to focusing on career-oriented themes. This rebranding aims to align with contemporary values and promote self-confidence beyond just skin tone.

Insights from Secondary Research

From secondary research, it's evident that the brand leveraged prevailing stereotypes to create a profitable market strategy. By positioning fairness as a desirable trait, they capitalized on deep-rooted societal preferences and biases, turning these into a lucrative market opportunity. This strategy not only reinforced existing beauty standards but also generated significant revenue.

Social media has played a crucial role in amplifying voices that challenge these stereotypes. Movements and influencers have highlighted the beauty of darker skin tones and criticized brands that perpetuate fairness-centric ideals. This digital discourse has given a platform to those advocating for more inclusive and diverse representations of beauty.

Despite this growing awareness, the brand's previous approach primarily addressed the superficial aspects of beauty. Their marketing focused on promoting fairness as a means to enhance attractiveness, often neglecting the deeper implications of self-worth and identity. The shift towards more holistic and inclusive messaging reflects an acknowledgment of these broader societal changes and a response to the evolving expectations of consumers.

Took advantage of the stereotypes and made it a as a profitable market strategy.

Social media gave them voice dark and beautiful.

It touched the superficial aspect.

Research-Provoked Questions

Does influencing people increase trust?
Do you use fairness cream or have you used it before?
What do you think about skincare?
When was the last time you saw a skincare ad on TV?
What is your general opinion on Glow & Lovely's skincare routine?
Do you follow a skincare routine?
Why do people trust certain brands over others?
Why are classic brands considered "classic"?
Which skincare products do you use most frequently?
What is your opinion on a specific product within Glow & Lovely's range?
What is your general opinion on Glow & Lovely's products?

After doing my secondary research, I was baffled by the questions and wanted to understand more.

Research Directions

The primary research was separated into two different phases (1 & 2)

General Skincare Routine and Glow & Lovely brand (Research Phase 1)

Specific Product Within Glow & Lovely (Research Phase 2)

Research Phase - 1

To understand consumer behavior, I conducted primary research on reasons for using other brands, purchase habits, awareness of Glow & Lovely's rebranding, and skincare routines. I developed questions to explore the impact of freebies, product selection criteria, trust in natural ingredients, eco-friendly packaging, and self-care practices.

Have you ever tried skincare products through freebies or trial packs? How did they influence your decision to purchase the full-size product?

What criteria do you use to determine if a skincare product is suitable for your skin?

How much importance do you place on skincare products that claim to use natural ingredients? What makes you trust these claims?

When choosing skincare products, how important is eco-friendly packaging to you?

What do you recall about Glow & Lovely's rebranding and their introduction of new products?

How do you view self-care in your daily routine, particularly regarding skincare?

How do you typically research skincare recommendations? Do you follow influencers, dermatologists, or read skincare blogs?

REASONS FOR USING OTHER BRANDS

PURCHASE HABITS

AWARENESS OF REBRANDING

PRODUCT RECOMMENDATION

SKIN CARE ROUTINE / DAILY ROUTINE

User Statements (1)

These user statements are important as they highlight the limited recall and engagement with Glow & Lovely's rebranding, inconsistent skincare routines, the association of Fair & Lovely with older women, and the challenge of navigating a crowded market with similar product offerings.

The last time saw or heard was when they did namechange

My main routine is applying sunscreen but i dont apply regularly moisturizer and sunscreen are the main routine i do

I don't remember specifically seeing the gal products offline or online

Fair and lovely is more used by elder women use it

Skincare is important but I don't know how to manage

There are so many brands which are offering the same things

Observations (1)

Negative Impression during the rebrand.

Lost followers and missed product launches

Brand loyalty persists with older users

Low online and offline presence of glow and lovely

Brand image makes other products lose its visibility.

Lack of branding and advertising.

User Persona (1)

User 1

User 1

Riya Sharma

Age	22
Education	B.Des
Occupation	Designer
Location	India

Bio

Riya, a final-year business student, follows beauty influencers for skincare tips. She has combination skin, applies sunscreen daily, and prefers natural ingredients. Eco-friendly packaging is a plus, but not essential.

Core Needs

1. Clear and healthy skin without irritation.
2. Trustworthy skincare products that align with her values of natural ingredients and eco-friendliness.
3. Reliable information and recommendations from trusted sources.

Pain Points

1. Difficulty maintaining a consistent skincare routine.
2. Overwhelmed by the number of brands offering similar products.
3. Confusion over which products genuinely contain natural ingredients.
4. Lack of engagement with Glow & Lovely due to its past image and low visibility.

Observation

1. Riya is aware of Glow & Lovely's rebranding but has a negative impression due to the brand's association with older users.
2. She doesn't recall seeing Glow & Lovely products online or offline, leading to missed opportunities for product discovery.
3. Riya's loyalty to other well-branded products prevents her from considering Glow & Lovely in her routine.

User Persona (1)

User 2

User 2

Arjun Patel

Age	24
Education	B,Tech
Occupation	Freelancer
Location	India

Bio

Arjun, an engineering working professional with oily, acne-prone skin, sticks to face wash and sunscreen. He trusts products with strong reputations and visible results, rarely trying new ones unless recommended or free.

Core Needs

1. Effective products that control oil and prevent acne.
2. Recommendations and reviews from trusted sources, including friends.
3. Simple, no-fuss skincare routine.

Pain Points

1. Hesitation to try new products due to past experiences with ineffective or irritating products.
2. Distrust in marketing claims, especially around natural ingredients.
3. Over-reliance on a few trusted brands, making him less likely to explore new options.

Observation

1. Arjun is unaware of Glow & Lovely's rebranding and has not noticed any of their new products, either online or offline.
2. He has a negative perception of the brand, associating it with older generations and fairness creams.
3. Arjun prefers sticking to brands with strong, visible marketing and user reviews, which Glow & Lovely lacks in his experience.

This made me realize since sunscreen is the latest product GAL has launched this gives the perfect opportunity to probe into and lead me to do second phase of research.

Research Phase - 2

I explored daily skincare routines, focusing on how people apply sunscreen, their awareness of proper application, and general perceptions. I also examined how sunscreen use varies with demographics and outdoor activity, identifying common challenges to consistent use.

What is the daily skincare routine?

How do people currently apply their sunscreen?

Are they aware of the proper way to apply it and its importance?

What is the general perception of sunscreen among people?

What are the challenges that prevent individuals from incorporating sunscreen into their routines?

Does the sunscreen routine change based on demographics and/or level of outdoor activity?

Outdoor activity

Application of sunscreen

Awareness about the application

Perception

User Statements (2)

These user statements highlight key gaps in sunscreen knowledge and habits, such as infrequent use, lack of awareness about proper application techniques and quantities, and limited coverage beyond the face, which are crucial for improving sunscreen education and practices.

I don't carry sunscreen with me, so I use it rarely whenever I remember

I haven't seen any videos.i didnt know is there are methods to apply.

I know one has to apply three times a day, but I only apply once. Sometimes I try hard to apply twice, but mostly only once.

What I didn't know is that there are methods. I have no idea how much quantity to apply. No idea on it.

I only apply sunscreen to my face and don't care about other parts of the body.

Insights (2)

Hassle to Reapply

Low Brand visibility

No interest in investing time and money in skincare.

Lack of engagement with the brand product

Lack of education to apply sunscreen

User Persona (2)

User 1

User 1

Priya

Age	22
Education	B.Tech
Occupation	Software Engineer
Location	India

Bio

Priya is a 22-year-old software engineer living in Bangalore. Her busy work schedule often leaves her with little time to focus on personal care, including her skincare routine.

Core Needs

1. Effective skincare that fits into a busy schedule.
2. Clear guidance on the correct application and benefits of sunscreen.
3. Convenient and accessible skincare solutions.

Pain Points

1. Inconsistent sunscreen application due to a busy lifestyle and lack of awareness.
2. Lack of knowledge about proper sunscreen application methods and quantities.
3. Limited interest in skincare education or investing in additional products.

Observation

1. Daily Skincare Routine: Uses sunscreen occasionally, mostly on the face. Regularly applies a basic moisturizer.
2. Application of Sunscreen: Only applies sunscreen when she remembers, and does not carry it with her.
3. Awareness: Knows sunscreen should be applied multiple times a day but often applies it only once. Unaware of proper application techniques or the recommended quantity.

User Persona (2)

User 2

User 2

Rohan Patel

Age	24
Education	MBA
Occupation	Marketing Executive
Location	India

Bio

Rohan is a 24-year-old marketing executive based in chennai. He enjoys socializing and spends a fair amount of time outdoors but struggles with maintaining a consistent skincare routine.

Core Needs

1. Simple and practical skincare solutions.
2. Easy-to-understand information on sunscreen usage.
3. Efficient routines that fit into a tech-centric lifestyle.

Pain Points

1. Limited knowledge about the correct application and benefits of sunscreen.
2. Inconvenience and hassle of reapplying sunscreen, leading to infrequent use.
3. Low visibility and engagement with skincare brands and products.

Observation

1. Rohan's sunscreen routine is inconsistent due to his busy and active lifestyle.
2. He applies sunscreen mainly to his face and neglects other areas.
3. There is a gap in his understanding of sunscreen's application methods and benefits, leading to low engagement with related educational content.

Problem statement :

How can we develop strategies to promote FAL sunscreen as an essential part of people's skincare routine?

OBJECTIVE

Community Engagement

Create Shareable Experiences

Cultural Relevance and Localization

Long-Term Behavior Change

Product Engagement and Sales

Brand Differentiation and Positioning

Increase Sun Protection Awareness

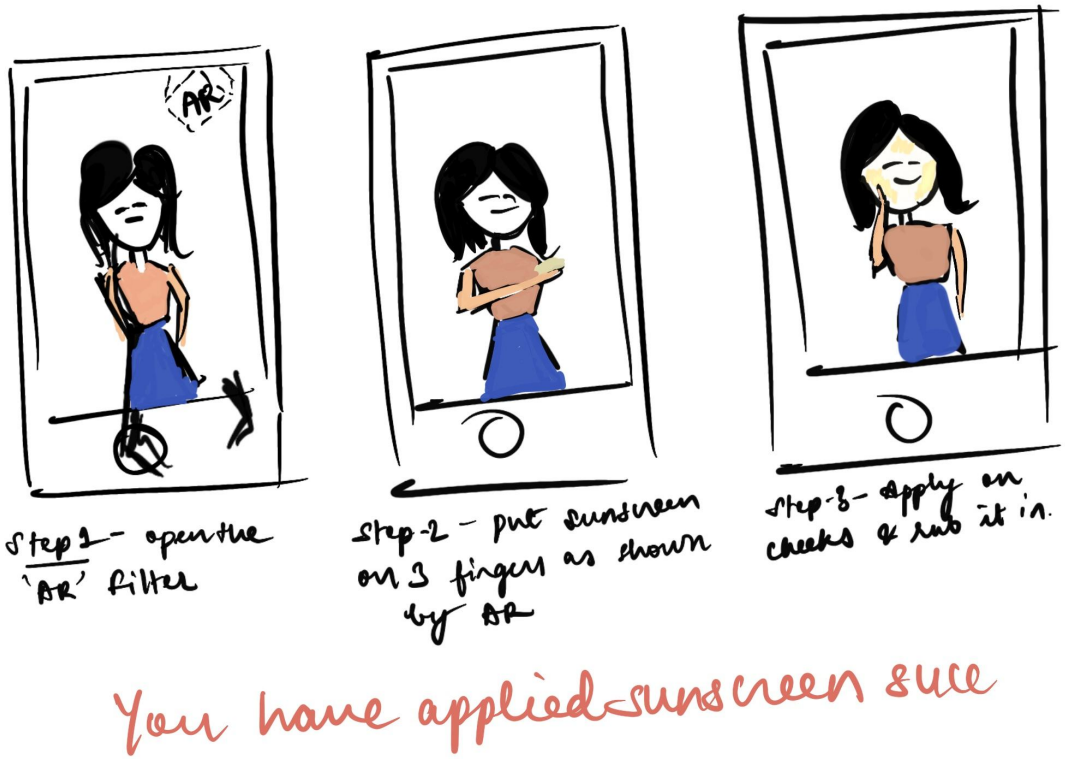
Promote Sun-Safe Behaviors

Seasonal Relevance

Concept-1

Problem area : Users dont know how to apply sunscreen correctly on their face.

Problem statement: HMW make the user aware about the direction of use of the sun screen in an interactive way which increases the presence of the brand?



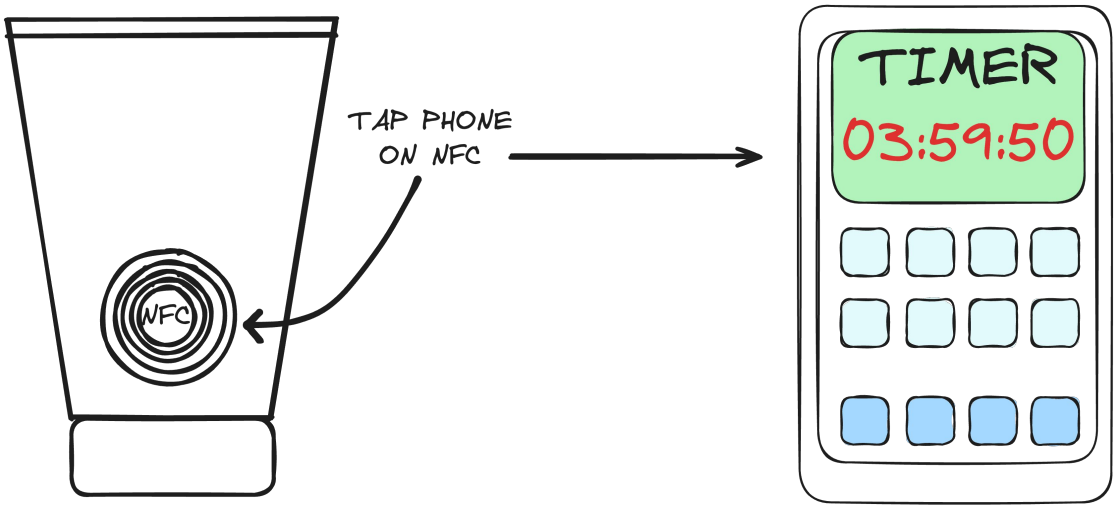
concept-

An AR filter designed to enhance brand marketing could be a powerful tool for educating consumers on the correct application of sunscreen. This AR filter would work by overlaying a real-time image of the user's face and skin on their screen, identifying areas where sunscreen has been applied correctly and highlighting spots that have been missed.

Concept-2

Problem area : Its a hassle to reapply the sunscreen, they forget to apply so people need to be reminded to apply sunscreen.

Problem statement: How might we make reapplying sunscreen more convenient and ensure that people remember to apply it regularly to reduce the risk of sun damage?

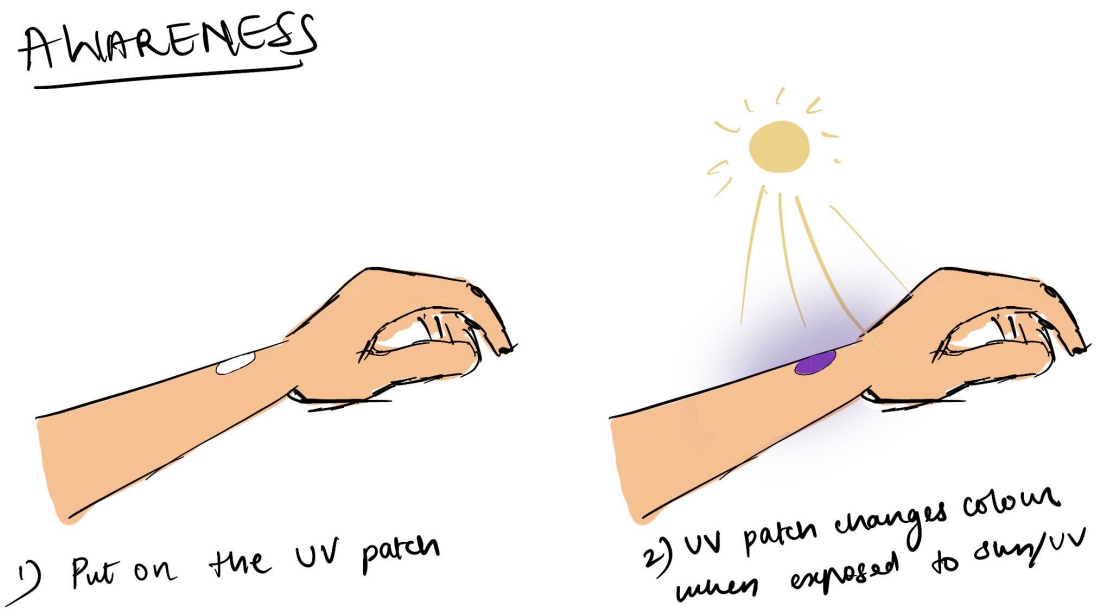


Concept: The concept involves placing an NFC sticker on the sunscreen bottle. When you apply the sunscreen, you tap the sticker, which starts a 2-hour timer on your phone. You'll receive a notification when the two hours are up, reminding you to reapply. Additionally, you can track the entire process on your phone.

Concept-3

Problem area : There is a need for a convenient solution that provides real-time UV monitoring and timely reminders

Problem statement: How might we create a convenient solution that provides real-time UV monitoring and timely reminders to help people remember to reapply sunscreen?

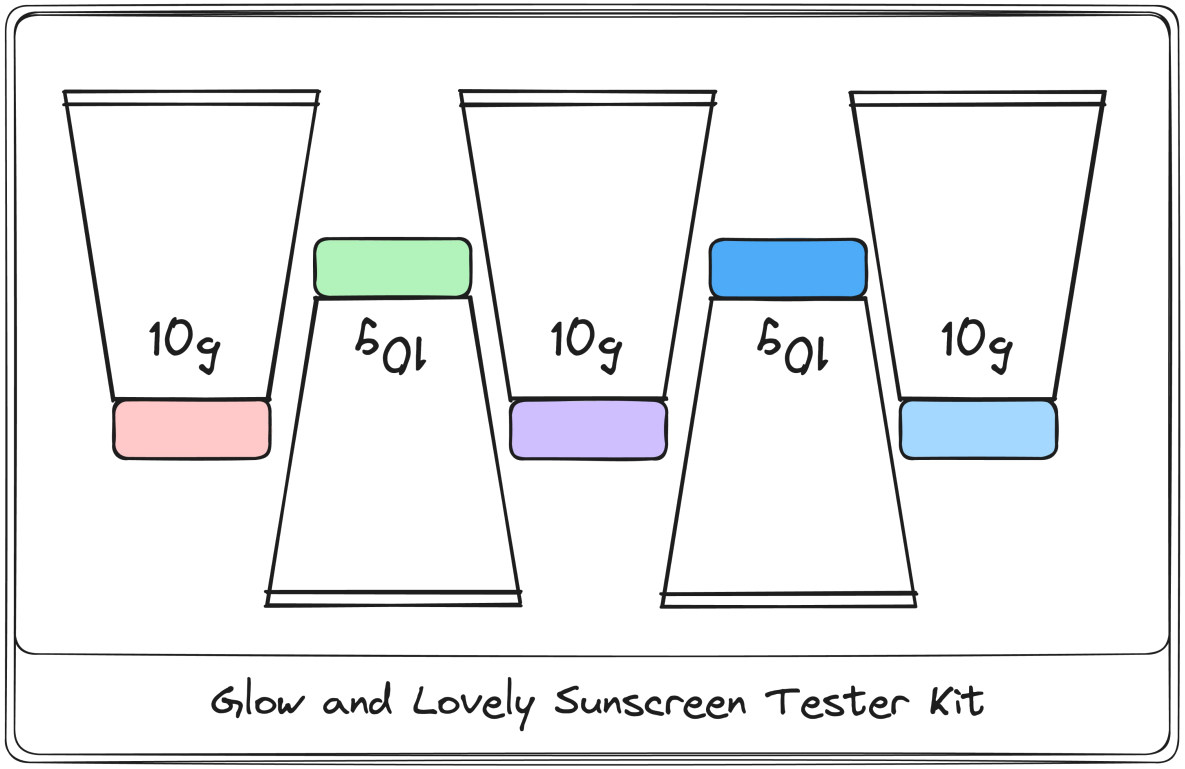


Concept: UV stickers that can be applied directly to the skin. After applying sunscreen over the sticker, it will turn clear, indicating effective coverage. When it's time to reapply sunscreen, the sticker's color will return to its original state, signaling that the protection has worn off and needs to be renewed.

Concept-4

Problem area : many individuals are unsure about the best type of sunscreen for their skin type, lifestyle, and seasonal needs, resulting in inconsistent or ineffective use of sun protection.

Problem statement: How might we create a personalized and convenient solution that helps individuals remember to reapply sunscreen and select the right products for their specific needs to ensure consistent protection against harmful UV rays?

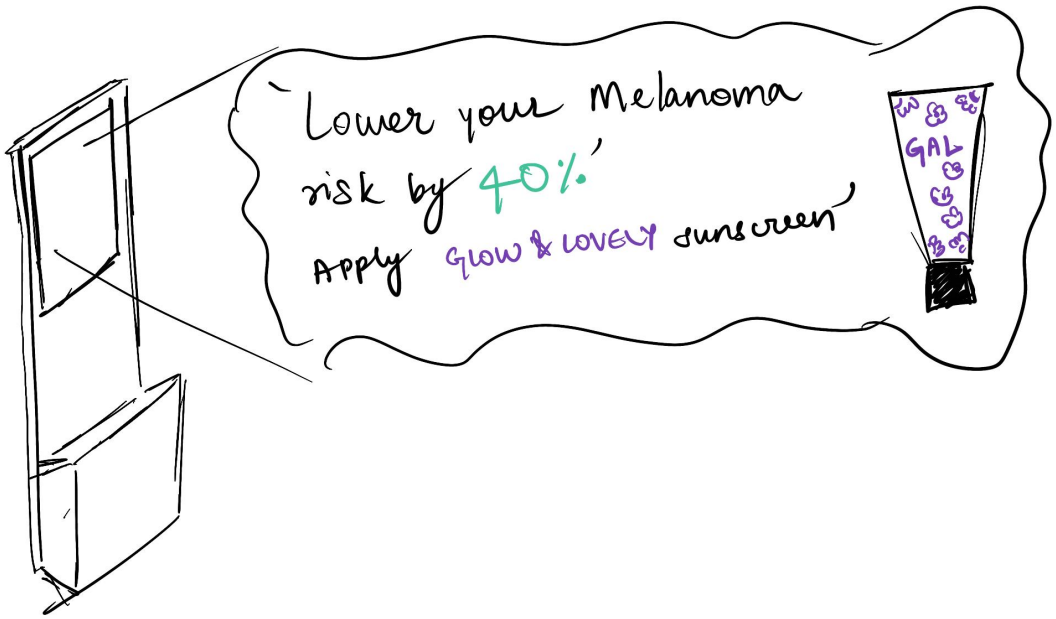


Concept: Offer personalized tester kits that allow users to experiment with different sunscreens tailored to their specific skin type. This helps build trust by letting them experience the product firsthand. Additionally, provide a subscription service that delivers personalized sunscreen kits to users' doors, curated based on their skin type, lifestyle, and seasonal needs.

Concept-5

Problem area : many individuals are unsure about the best type of sunscreen for their skin type, lifestyle, and seasonal needs, resulting in inconsistent or ineffective use of sun protection.

Problem statement: How might we create a personalized and convenient solution that helps individuals remember to reapply sunscreen and select the right products for their specific needs to ensure consistent protection against harmful UV rays?

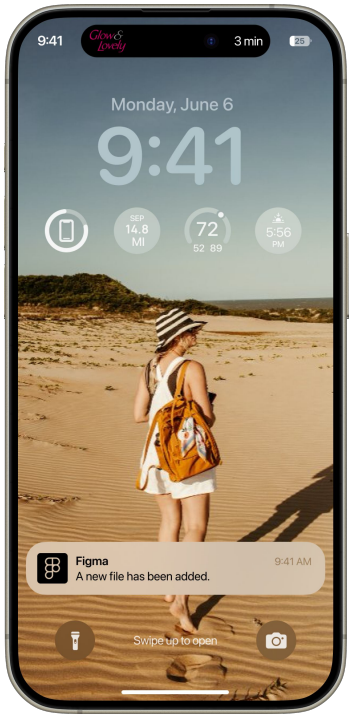


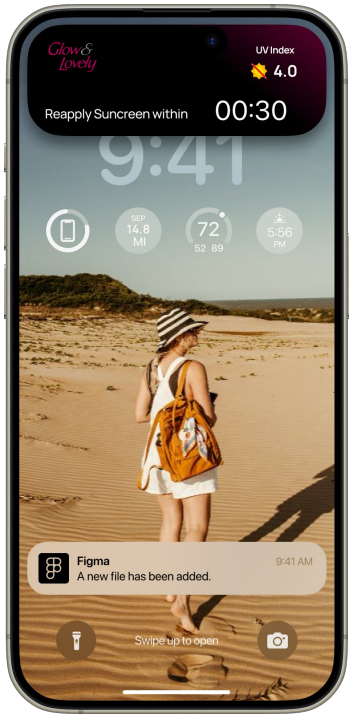
Concept- Customized products can be selected at the kiosk, where customers can receive samples to try out. If the product is not immediately available, they can also book it for quick delivery.

Concept-6

Problem area : Its a hassle to reapply the sunscreen, they forget to apply so people need to be reminded to apply sunscreen.

Problem statement: How might we make reapplying sunscreen more convenient and ensure that people remember to apply it regularly to reduce the risk of sun damage?





Concept- "The app notifies you every 2 hours with a timer and also shows the UV index at your location. It includes additional features like skincare-related news, temperature updates, UV ray information, and alerts to keep you informed and aware

Concept-7

These are the Instagram campaigns created to promote the sunscreen, connecting with the insights I gathered.





Concept-7


Glow & Lovely | BRIGHTENING SUNSCREEN
SPF &
VITA C
Glow & Lovely
NEW
BRIGHTENING
SUNSCREEN
SPF 30
WITH VITA C


Glow & Lovely | BRIGHTENING SUNSCREEN
BLOCK THE SUN!
UNLOCK YOUR GLOW

Concept-7


Glow & Lovely | BRIGHTENING SUNSCREEN
PROTECT YOUR GLOW
DULLNESS
DAMAGE
TANNING
DETOX
DULLNESS
DRYNESS
Glow & Lovely
BRIGHTENING SUNSCREEN
SPF 30
WITH VITA C


Glow & Lovely | BRIGHTENING SUNSCREEN
MAKE SPF THE MVP IN YOUR ROUTINE
BRIGHTENS SKIN
ULTIMATE SKIN PROTECTION
FIGHT DULLNESS AND DARK SPOTS
PREVENTS SUNBURN
DEFENDS FROM BLUE LIGHT & POLLUTION
Glow & Lovely
NEW
BRIGHTENING SUNSCREEN
SPF 30
WITH VITA C

Concept-7


Glow & Lovely | BRIGHTENING SUNSCREEN
PROTECT
YOUR GLOW
WITH THE POWER OF
SPF 30 &
VITAMIN C


PA+++
PROTECTS
FROM HARMFUL
UVA RAYS

Future Scope

Expansion of Clean Skincare Range: Investigate the development of a broader range of clean skincare products beyond sunscreen, such as cleansers, moisturizers, and serums, to align with the evolving preferences of Gen Z consumers. Examine potential innovations in product formulations that enhance efficacy and appeal while adhering to ethical and environmental standards.

Enhanced Consumer Engagement: Develop interactive and immersive digital campaigns, potentially integrating AR or VR experiences, to engage users and provide educational content on skincare and sun protection. Build a community around the brand through social media, forums, and influencer partnerships, emphasizing authentic, user-generated content and testimonials.

Global Market Expansion: Conduct research to identify opportunities for expanding Glow & Lovely's clean skincare products into international markets. Tailor marketing strategies to local preferences and regulatory requirements, and adapt the product range and marketing messages to resonate with diverse cultural contexts globally.

Sustainability Initiatives: Explore and implement eco-friendly packaging solutions to reduce environmental impact, such as biodegradable materials and recyclable packaging. Ensure all ingredients are ethically and sustainably sourced, supporting fair trade practices and minimizing the carbon footprint.

Consumer Education and Advocacy: Develop educational programs and resources to promote sun safety and the benefits of clean skincare, including workshops, webinars, and online content. Advocate for greater transparency and ethical practices in the skincare industry, influencing policy changes and industry standards.

Technological Integration: Utilize AI and data analytics to understand consumer behavior, preferences, and trends, driving personalized marketing strategies and product recommendations. Consider developing a mobile app offering personalized skincare routines, product recommendations, and sun protection tips based on user data.

Impact Measurement and Reporting: Continuously assess the impact of the clean skincare products on consumer behavior and brand perception through surveys, focus groups, and sales data. Publish regular sustainability and ethical impact reports to build trust with consumers and stakeholders.

Collaboration and Partnerships: Partner with other brands, NGOs, and research institutions to drive innovation, share best practices, and address common challenges in the skincare and beauty industry. Engage in community outreach programs that support social causes related to health, education, and environmental sustainability.

Learnings

During my journey, I gained a deep understanding of cultural sensitivity, recognizing the profound issues of colorism and how beauty brands have historically reinforced these stereotypes. I learned the critical importance of culturally sensitive marketing and the necessity for brands to evolve in response to shifting social attitudes.

I also observed the impact of global social movements, such as Black Lives Matter, on consumer perception, highlighting the need for brands to be accountable. Social media campaigns like #UnfairAndLovely demonstrated the power of digital platforms in challenging entrenched beauty norms.

Analyzing consumer behavior, I discovered that the younger generation's demand for inclusive and ethical beauty standards is reshaping brand perceptions. The importance of brand transparency became clear, along with the risks brands face if they fail to meet evolving consumer expectations.

Exploring the historical context of fairness creams, I delved into the origins of colorism and the evolution of beauty standards in India. This research underscored how a brand's historical baggage can influence its current image, necessitating strategic rebranding or repositioning.

Through designing with empathy, I realized the importance of creating products that celebrate diversity rather than adhering to outdated ideals. User research proved invaluable in understanding consumers' emotional and practical needs.

I developed strategic communication skills, learning to craft messages that address both the emotional and practical dimensions of a brand. Communicating a brand's transformation to align with modern values without alienating its existing customer base was a key takeaway.

My experience also highlighted the importance of interdisciplinary collaboration, combining UX design, marketing, and cultural studies to create a comprehensive project. Feedback and collaboration were crucial in refining ideas and ensuring a well-rounded approach to problem-solving.

Navigating the challenges of rebranding and repositioning in a competitive, socially conscious market taught me the importance of agility and adaptability. Ethical considerations were paramount, reflecting on the responsibility brands have in fostering positive self-image among consumers.

Finally, I embraced the idea that continuous learning is essential, especially in a dynamic field like design and marketing. Staying informed about social trends, consumer behavior, and cultural shifts is key to creating relevant and impact work.

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