

MEADFA

NEW CUSTOMERS, FRESH CHALLENGES

OLIVIER DECAZES

Travel Retail General Manager EMEA

SHISEIDO

146
years

4th
Largest
beauty
company

WW
growth
2014 – 2017
=
CAGR 9%

Asia
(Japan, China, TR)
=
**70% of total
business**

SHISEIDO GROUP – ACCELERATED GROWTH (2017)



AMERICAS

+4%



EMEA

+14%



CHINA

+11%



JAPAN

+8%



APAC

+9%



TR



+50%

CAGR 2014 – 2017

TR ASIA 2017 **+77%**

A high-angle, top-down photograph of a woman with her back to the camera. Her dark hair is pulled up into a bun. She is wearing a white tank top. Her back and arms are covered with numerous small, colorful butterflies in shades of brown, orange, and blue. The background is a light-colored, textured surface, possibly a sidewalk or pavement, with some fallen leaves scattered around. The overall lighting is soft and natural.

SHISEIDO TRAVEL RETAIL VISION

INSPIRE 1 BILLION TRAVELLERS
TO BECOME BEAUTY SHOPPERS

OUR COMPETITIVE ADVANTAGE

WORLD WIDE
TREND FOR
J – BEAUTY



4 CENTERS OF
EXCELLENCE



CROSS BORDER
TEAM



CMI



SHISEIDO

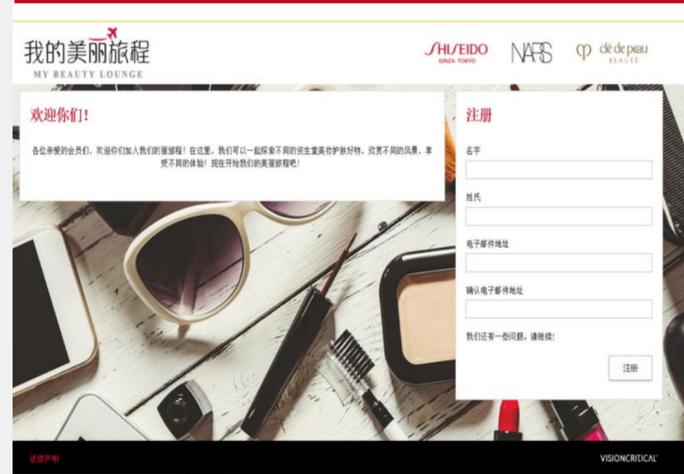
DRIVING CONSUMER UNDERSTANDING OF THE CHINESE TRAVELLERS



Consumer Decision Journey with Chinese Travellers



Insights Community Of Chinese Travellers



Social Listening across Chinese Platforms



Global & Chinese Trends Analysis



Chinese Passenger Traffic



Brand Equity Analysis



Chinese Consumer Profiling



Data partnership with retailers





CONSUMER DECISION JOURNEY – EVALUATION OF 100+ TOUCH POINTS

TV Shows
Beauty Brand's Official Website
Other Retailer's Website / App
Tried products
Digital screen / Billboards / Posters
Video Channels
Celebrities / KOL / Wang Hong / Influencers' Blogs
Brand Ads / Billboards / Posters

豆瓣douban
Sunrise Website
淘宝网
aobao.com
Commercials
百度
rise App
聚美优品
JUMEI.COM
优酷
e Ads
ations
nily,
Guide
行·去啊
牙可行
activities for
r product

洋码头 | 购在全球 更多洋货
时尚网
Trends.com.cn
Tik Tok
Jessica's
dangdang.com
贴
瑞丽
时尚先锋
蘑菇街
mogujie.com
亚马逊
amazon.cn
g+
Instagram
Received samples
Big Post
Outsid
Malls
In-Flight Entertainment System
Ctr
搜
Interacter
beauty
sale

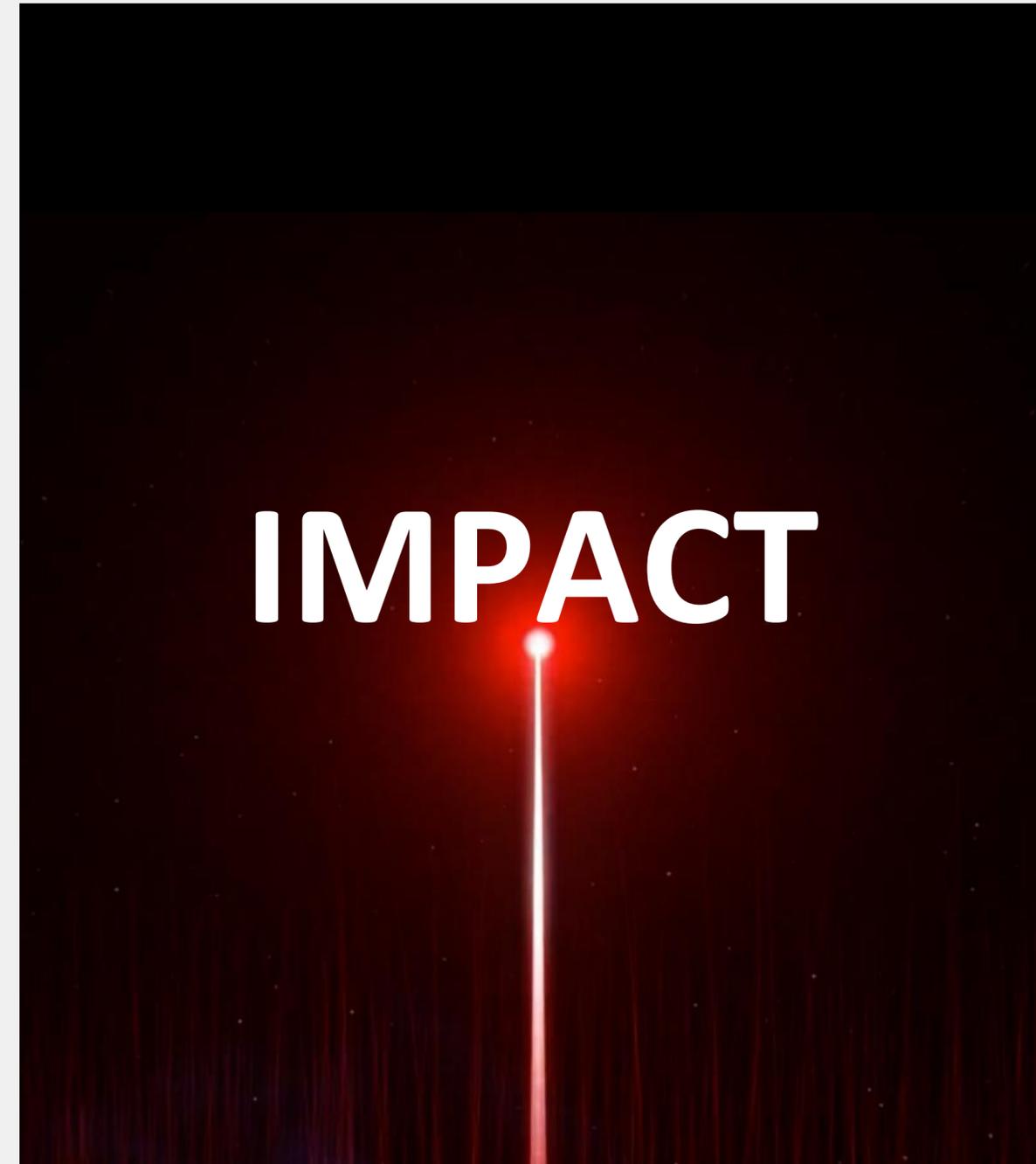
Fliggy
To Dreams and Beyond
闺蜜美妆
美妆消费参考决!
Shilla Website
大众点评
dianping.com
知
服饰美容
VOGUE
Ads in the Street, P
Metro/Bus Station
小丝
全世界的好东西
SUNNING 苏宁易购
marie claire
好搜 Haosou
去哪儿?
Qunar.Com
聪明你的旅行

天猫 Tmall.com
蚂蜂窝
自由·由·行
瑞丽
时尚先锋
蘑菇街
mogujie.com
亚马逊
amazon.cn
g+
Instagram
Received samples
Big Post
Outsid
Malls
In-Flight Entertainment System
Ctr
搜
Interacter
beauty
sale

JD.COM
京东

SHISEIDO

WHAT WE'VE LEARNT FROM THE CONSUMER DECISION JOURNEY



SHISEIDO

THE CONNECTED SHOPPER



SHISEIDO

HOW TO APPLY THIS TO ME TRAVEL RETAIL?

1

GET THE BASIC FIXED AT POS

- Brands
- Retailers



2

ONE STEP FURTHER

- Optimise Investments
- Innovative & disruptive
- Millennials

SHISEIDO

HOW DO WE ENGAGE WITH OUR PRC CONSUMER / CASE STUDY

BACK TO THE POS



SHISEIDO

HOW DO WE ENGAGE WITH OUR PRC CONSUMER / CASE STUDY

BACK TO THE POS



CALL TO ACTION



CONCLUSION

MULTIPLE TOUCH
POINTS

AGILITY

CALL TO
ACTION

SHISEIDO

SHISEIDO