



## Research on Cosmetic Brands in the Australian Market

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#### Project Funders and Stakeholders

Project commissioned by Shiseido

#### Project Overview

The cosmetics industry in Australia is growing at an exponential rate, largely due to the impact of more Asian cosmetics brands moving into global markets. The competitive nature of this industry has seen challenges for brands such as Shiseido. One of the major challenges facing Shiseido is changing the current brand image to one that it is not designed just for the Asian market or a mature market.

The main aim of this research was to understand consumer's perception currently about Shiseido, including their awareness and attitudes toward the brand. Thus, by better understanding the contributing factors that shape consumer's perception Shiseido are better able to implement strategies to educate consumers about the brand, the products they offer and what programs and services should be implemented to increase consumers perceived value of the brand.



#### Outcomes

This research resulted in many implementable outcomes including:

- Shiseido has conducted programs to increase consumers' education about skin health and educate consumers about the brand philosophy and shape brand image
- Shiseido have further extended their communications through electronic channels to communicate with younger target audience and solidify positive perceptions about the brand
- Cosmetic counter services are now a paid for service implemented by Shiseido, in order to increase the perceived value by consumers