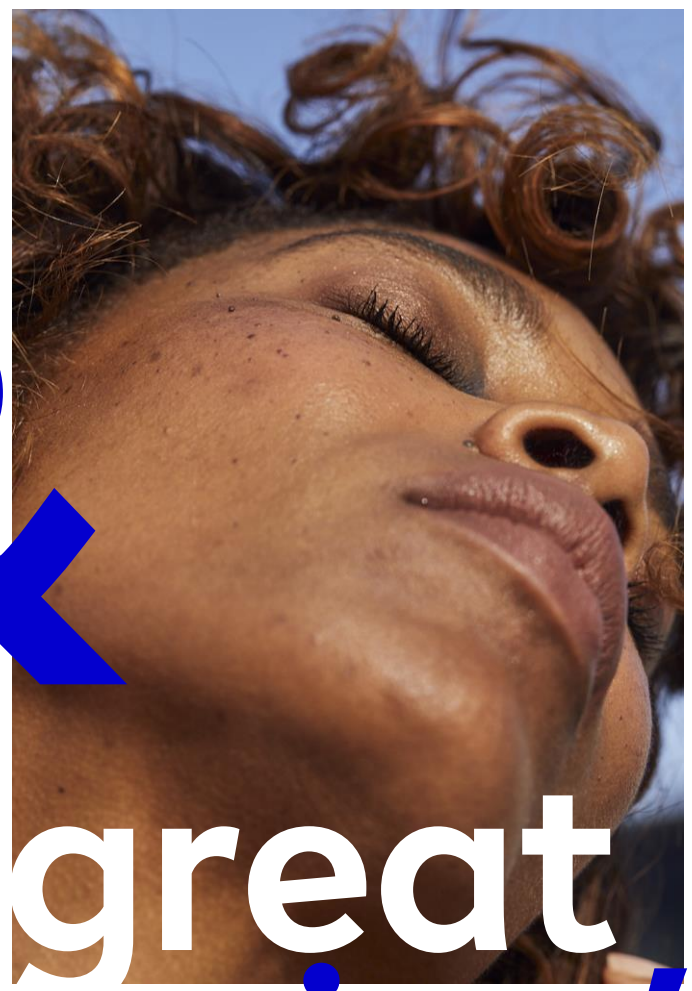




&



the great  
"dispersion"

CORINA KURSCHEID  
Beiersdorf





**#1**

Hautpflege Marke  
in Deutschland,  
Europa und  
Weltweit

**seit 22  
Jahren**

most trusted  
skin care brand

**1911**  
geboren

**179**  
#1  
Positionen

**in 46  
Ländern**

Marktführer

**75 Mio**

NIVEA Creme  
Dosen verkauft  
pro Jahr

**polarities**

**NIVEA**

**contra  
dictions**



# one connected world

we're on the cusp of a third big tectonic shift in our economy: the first was globalization, the second was digitization.

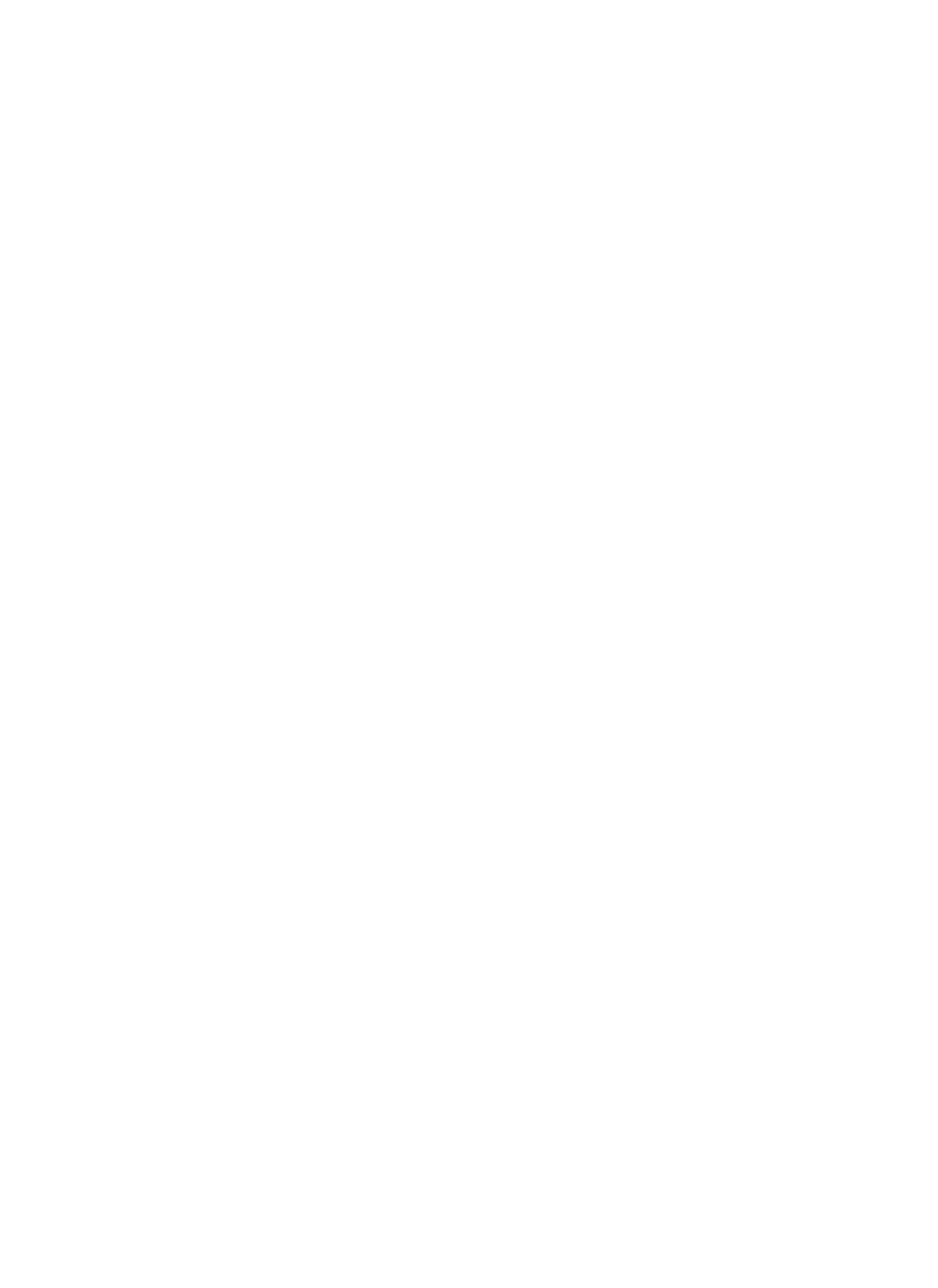


Bildquelle: Pexels

the third is  
**dispersion**

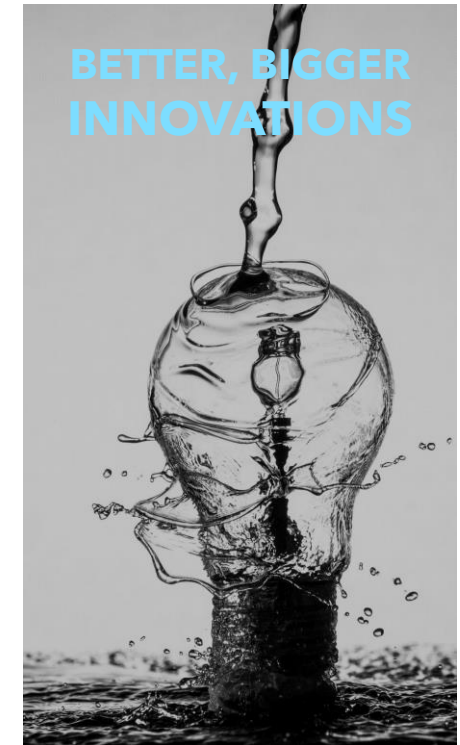
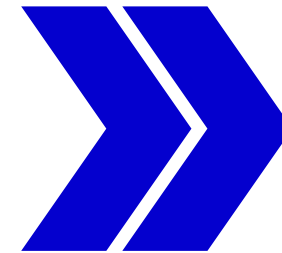


deliver the brand across multiple touchpoints, screens and platforms within each market & against every audience.



Bildquelle: Pexels

# relevant innovations





# big data – big potential

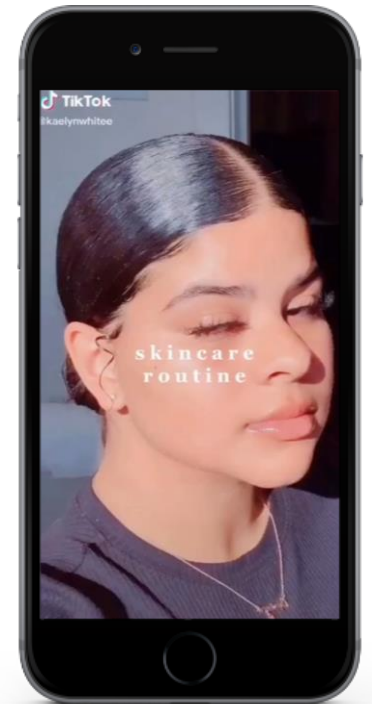
5.16 billion internet users

4.76 billion social media users



## Monthly interaction duration

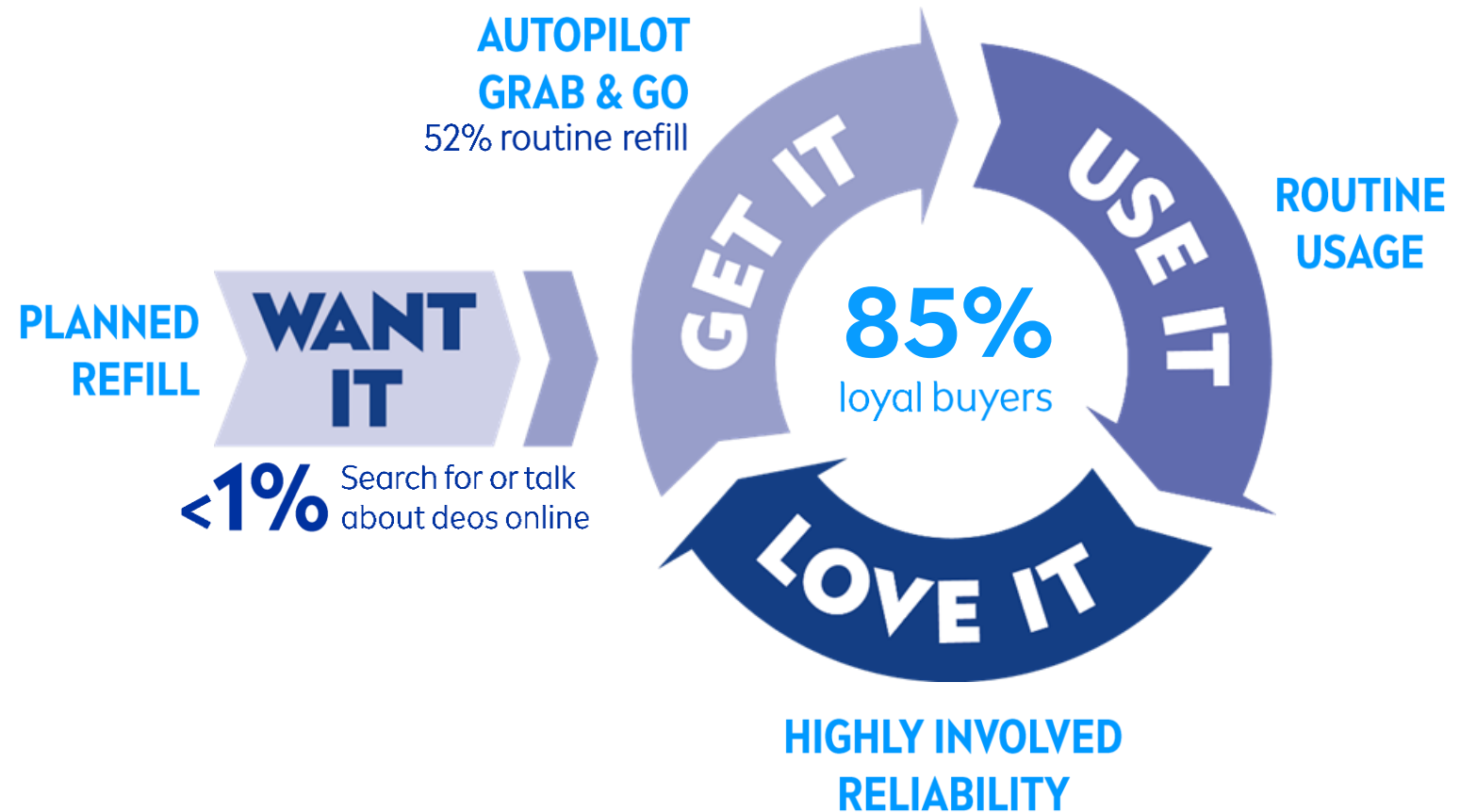
	23.5 hours
	23.1 hours
	19.7 hours
	17.3 hours
	12 hours



# our consumer journey



# deodorant user journey





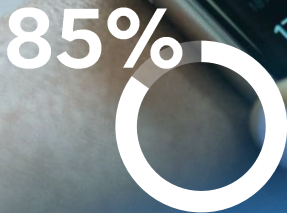
# deo user journey

**EFFICACY IS MOST IMPORTANT BENEFIT**



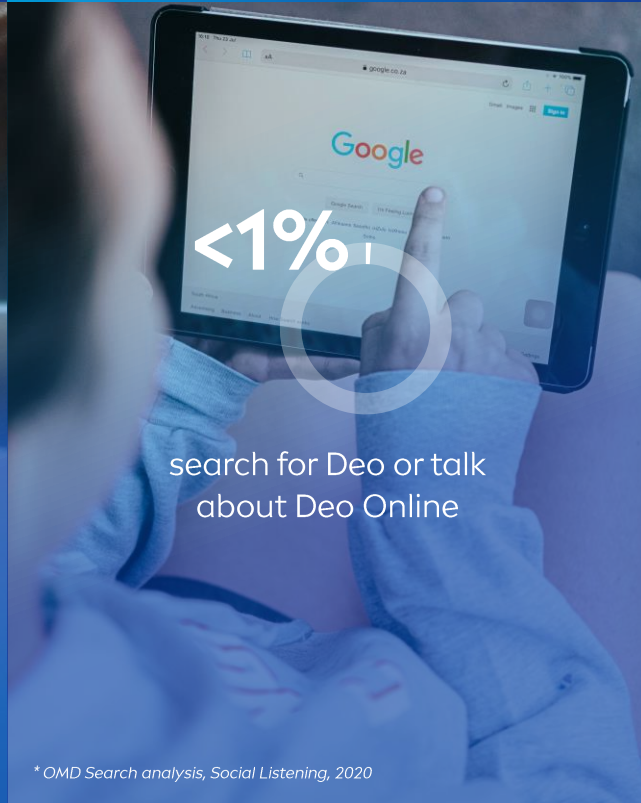
can't be tested instore, but is supported by faith in brand

**HIGH PRODUCT LOYALTY, EXPLORERS AND TRIALISTS ARE RARE**



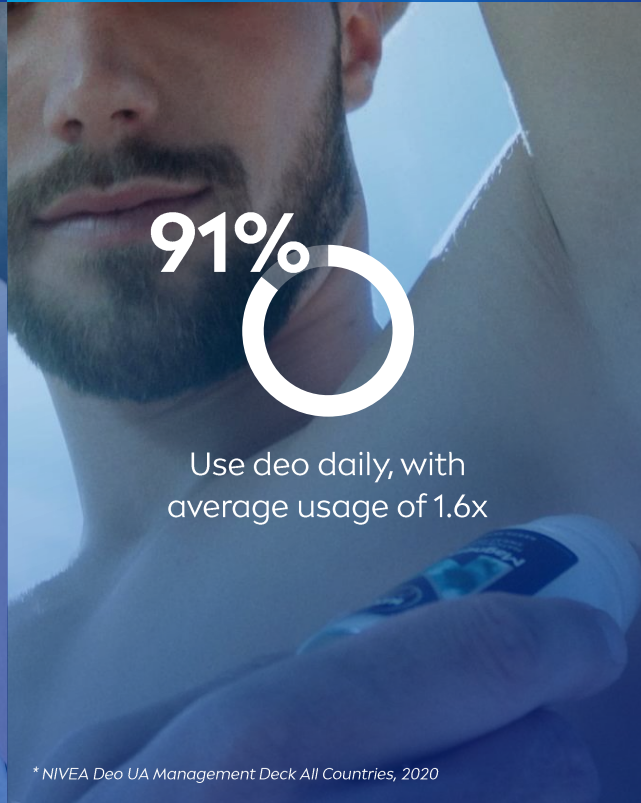
buy same product again, very low shelf interaction of 30sec, contact time with one product is 12sec, number of product contacts is 1.3

**VERY LOW INVOLVEMENT**



search for Deo or talk about Deo Online

**HIGH PRODUCT USAGE**



Use deo daily, with average usage of 1.6x

\* NIVEA DEO Category Fact Book 2017

\* Factbook Deo Shopper Desk Research Along the P2P 2006-2010; NIVEA DEO Category Fact Book 2017

\* OMD Search analysis, Social Listening, 2020

\* NIVEA Deo UA Management Deck All Countries, 2020





**opportunity  
to gain  
deeper  
understanding**



**50 Billion+**  
Consumer data points

**BIG DATA ANALYTICS  
+ 1:1 DEEP DIVES**

**SOCIAL MEDIA**

**RATINGS & REVIEWS**

**SEARCH ANALYTICS**

Desire

Belief

Know

Want

Get

Use

Love

TOUCHPOINTS & SERVICES

PAID

YouTube

YouTube

YouTube

TikTok

TikTok

TikTok

FB/IG

FB/IG

FB/IG

Always-on Search

ADPs (5)

**CDP** Overall Campaign page focusing on answering consumer queries across several stages. The objective of the page is to introduce consumers to the product portfolio and navigate along the journey to relevant content.

SkinGuide

Rich PDPs (3)

Tutorials

**dCRM Data Capture + Education**  
Sign up to newsletter from CDP for short series of educational content "teaser" linking to ADPs

Outer Connected pack (QR code)

Inner Connected pack (QR code)

eRetail or DTC

**dCRM Aftersale + Loyalty\***

Newsletter to those who purchased online and offline on how to use products, keep interaction within 80 days + discount for 2<sup>nd</sup> repurchase  
\*ONLY FOR DTC MARKETS

EARNED

Content Creator

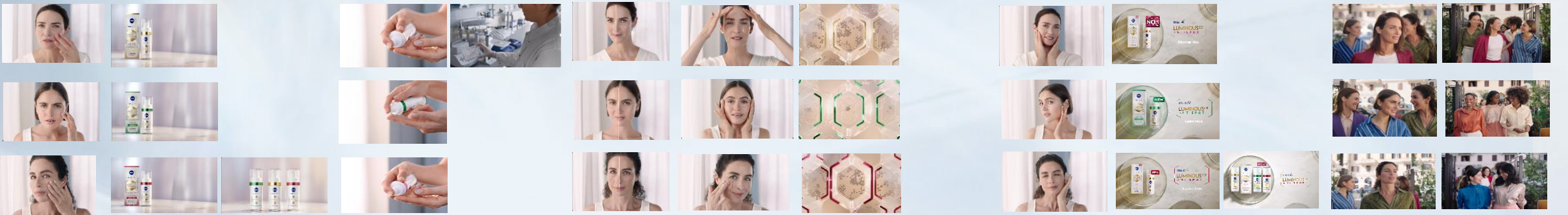
PR



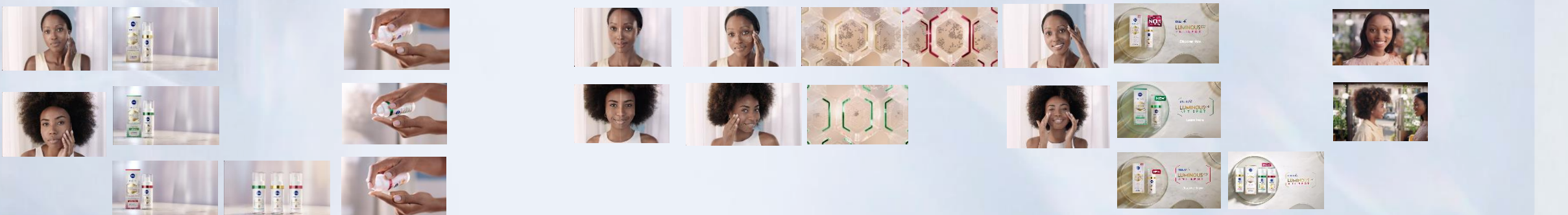
Opening	Product Shot	Application/ Science	Benefit	Skin	End Packshot	Opening & Ending: Lifestyle
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Use Case	Product Shot	Application Science	Demo/Cell			Lifestyle Single Lifestyle Group
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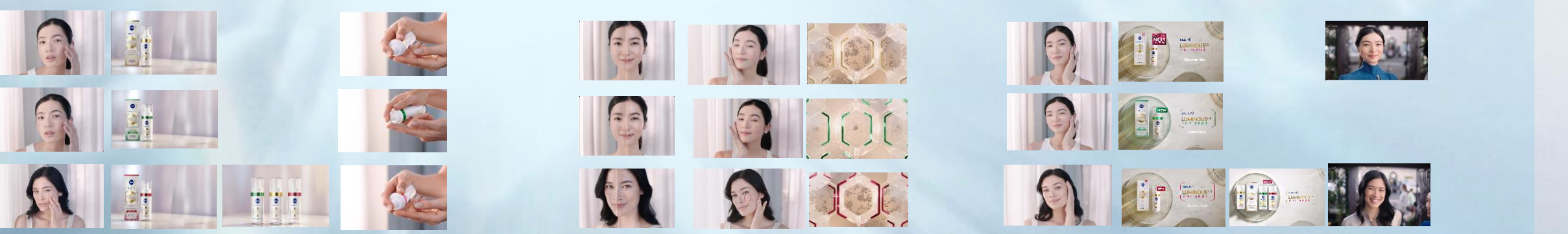
GLOBAL MASTER



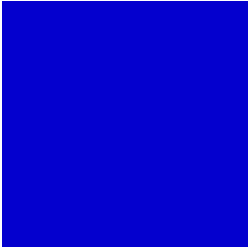
REGIONAL MASTER



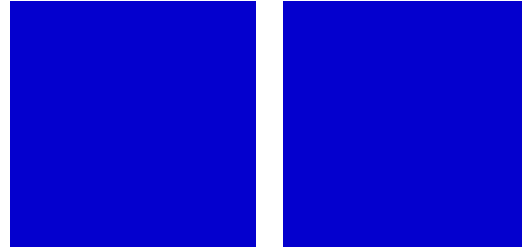
REGIONAL MASTER



Global model



Glocal model:  
think globally, act locally



Collaborative framework:  
shared responsibility



**bigger, better, stronger**



Collaborative framework:  
shared responsibility

common  
global  
ambition

defined &  
joint plan  
to win

bring  
brand  
to life

**bigger, better, stronger**



**iconic universal  
brand**

**locally relevant**

**& respects  
uniqueness**



**thank  
you**

**CORINA KURSCHEID**

