



# Brand Analysis

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## HISTORY OF KIEHL'S

1851 Kiehls starts out as an apothecary and opens up to the public on 13th St and Third Avenue in NYC

1894 John Kiehl purchases the apothecary and begins "Kiehls Pharmacy"

1921 The company is taken over by Irving Morse (John Kiehl's apprentice) and the first Kiehls product is created which is their Musk Oil

1924 First company to label ingredients on product labels before US mandate

1961 Aaron Morse (Irving's son) takes over the business

1962 Creating bold and new products that are still among big sellers today

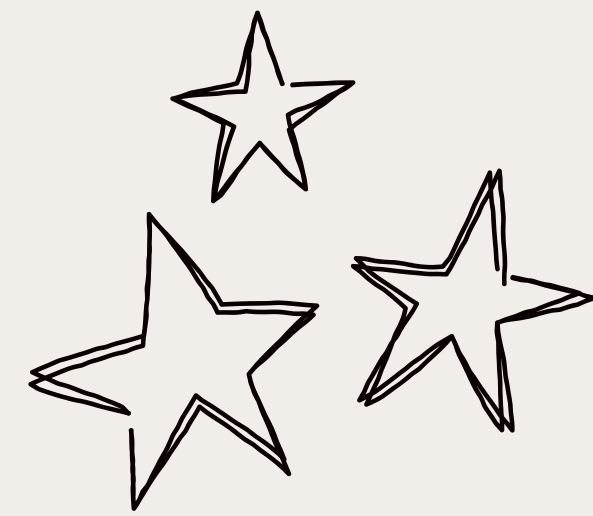
1989 Jami Morse Heidegger (Aaron's daughter) takes over family business with her husband

2000 Kiehl's is sold to L'Oreal USA for around \$180 million

2005 Kiehl's introduces dermatologist solutions to their products – addresses specific skin concerns

2011 "Kiehl's Gives" is launched after celebrating 160 of service to communities

# BACKGROUND AND INSPIRATION



Kiehl's began as a pharmacy in New York City and was later purchased by John Kiehl to create bigger and bolder products. Irving Morse who worked with John Kiehl as his apprentice, purchased the company after some years and later on would be handed down through the family. In 2000, L'Oreal purchased Kiehl's once seeing its popularity. Up to today, the brand has products that are tailored to the skin, body, and hair and offered to a diverse range of people.

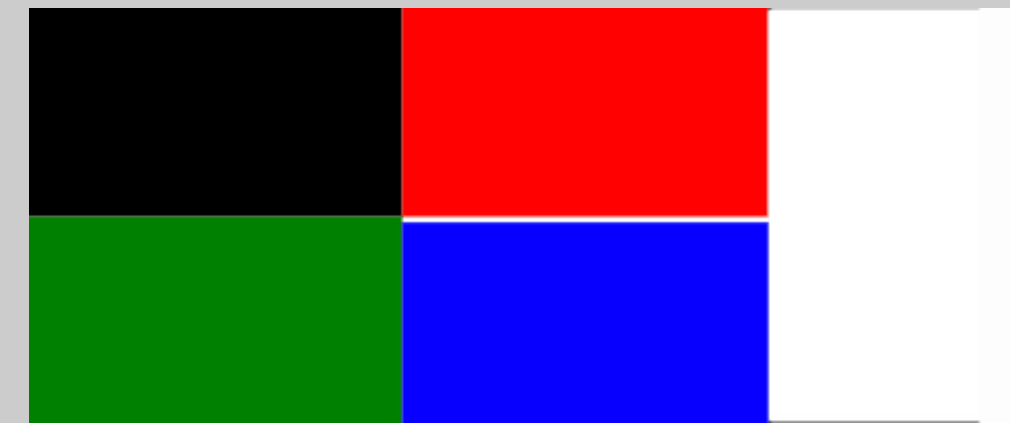
Kiehl's brand focuses on bettering communities, sustainability within its products, and most importantly philanthropy. Since 2015, they have gifted over \$18.6 million to causes supporting LGBTQ+, the environment, children's wellbeing, etc. Their efforts began with Aaron Morse when he wrote a statement that said the company was committed to helping better communities and their citizens.

# MOOD BOARD

## IMAGES



## COLORS



## FONTS/LOGOS



## THEME



## WORDS

Minimal, Simple, Clean, Caring, Educational, Community, Healthy, Sustainable, Fresh, Giving, Inclusive, Hydrate, Essential, Nature, Science, Service, Empower, Recycle

# BRANDING MAP

## PURPOSE

"To improve in some way the quality of the community... making for better citizens, better firms, and better communities."

## SYMBOL



## VALUES



## SOUND

Clicking glass



## SMELL

Fruity/natural smells  
(lavender, honey, grapefruit,  
coconut, mint, etc.)



## SIGHT

Product design



## TOUCH

Products feel soft  
and smooth

# SWOT ANALYSIS

## Strengths

- Provides a detailed ingredient list on product packaging
- They are a cruelty-free brand
- Have a diverse range of products (skin, hair, body)
- Sustainable products
- Partnered with Equinox Gyms

## Opportunities

- Create content/working with influencers on social media
- More spent on marketing techniques/social media

## Weaknesses

- The price tag on products ranges from \$30-\$100
- Not much diversity within models on website/social media
- Social media presence is not as high as competitors

## Threats

- Competition is heavy (lots of brands offering skincare/sustainable products)
- Some companies have similar products/ingredients for lower prices

# TARGET AUDIENCE

## Demographics

- Age: 20-45 years old
- Gender: All genders (33.3% Male, 64.6% Female)
- Location: Urban areas/City life
- Occupation: College students/Corporate professionals

## Psychographics

- Interests: Enjoys skincare/makeup routines, shopping, working out and hanging out with friends/family
- Social Class: Middle/High Class - Kiehl's is considered a high-end brand and more pricey
- Behaviors: Consumers looking for simple and fresh everyday products
- Values: Minimal aesthetic, effectiveness

# COMPETITIVE ANALYSIS

Brand	Kiehls	The Ordinary	Drunk Elephant	Glow Recipe
<b>Mission/Values</b>	"Making for better citizens, better firms and better communities"	"To highlight the lack of integrity around pricing and communication in the world of beauty"	"Committed to using only ingredients that either directly benefit the health of the skin or support the integrity of our formulations"	"We believe that beauty shines brighter from a generous heart. That's why we're committed to giving back to both our planet and organizations that better our world"
<b>Price Range</b>	\$30-\$100	\$6-\$30	\$30-\$100	\$30-\$100
<b>Products Offered</b>	Skin, Hair, and Body care	Skin, Hair, and Body care	Skin, Hair, and Body care	Skincare
<b>Marketing</b>	Social media presence/Partner with Equinox Gym	Big following on social media - Instagram: 2M Tik Tok: 1M	Big following on social media/Works with influencers	Social media presence - Instagram: 1M



# BRAND CONSISTENCY

Brand/Attributes	1850s	1920s	1960s	2000s
Business Progression	Original apothecary was created, later on was purchased by John Kiehl to become his pharmacy	Business is taken over by Irving Morse and first Kiehl's product is created	New and bolder products are being created which end up being big sellers	Company purchased by L'Oreal, introduces new formulas and begins their philanthropy efforts
Notable moments from design updates	Antique packaging aesthetic	Antique packaging aesthetic, begins giving sampling packets	Bottled and minimal aesthetic packaging	Modern and minimal aesthetic packaging, glass bottles
Values	Science and customer service	Science and customer service	Science and customer service	Sustainability, giving back, and high quality products
Partnerships	No partnerships during this time	No partnerships during this time	Brand is progressing but still no partnerships	Begins partnerships with the Trevor Project, Feeding America, GYRL Wonder, and Equinox

# BRAND PERCEPTION

	<b>Instagram</b>	<b>Youtube</b>	<b>Tik Tok</b>	<b>Twitter</b>
<b>Goal/Focus</b>	Show consumers new and best selling products	Inform customers how to use their products	Interact with new consumers through trends	Show consumers new and best selling products
<b>Followers</b>	952,000	49,000	155,800	84,300
<b>Most Liked</b>	Reels, product showcase	Tutorials	Product use, day in the life, trending content	Videos
<b>Most Shared</b>	Skincare products	Skin/Body care products	Skin/Body care products	Skincare products
<b>Hashtags</b>	#Kiehls #skincare #sustainability	None	#Kiehls #skincare	#skincare #Kiehls #acne
<b>Most used content</b>	Pictures and videos	Videos	Videos	Pictures

# TOUCHPOINT 1: KIEHL'S BLOG

**WHAT IS HYALURONIC ACID  
AND WHY DO SKINCARE GURUS LOVE IT?**

The “Kiehls’ Blog” is featured on their website which provides many articles and guides on how to use their products. They also give insight into skincare from professionals. The blog is interesting because there aren’t many other brands being this informative about their products. Anyone is able to access the blog and hear from others about how certain products work and guides on gifting.



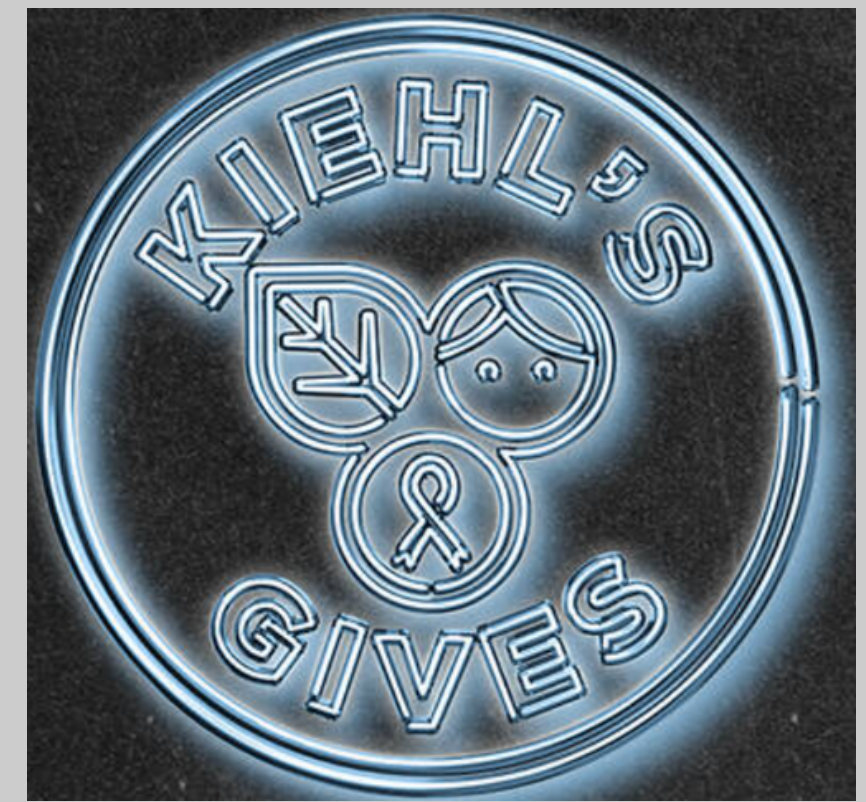
# TOUCHPOINT 2: PRODUCT PACKAGING

As seen throughout all of Kiehl's products and as I have mentioned before, they are very simple and stick to the same design and labels. When shopping in stores, their products are distinct due to their simplicity and it is aesthetically pleasing to the eye. They also use the same color patterns with their products.



# TOUCHPOINT 3: PHILANTHROPY

Giving back is one of the biggest things the Kiehl's brand strives for. This is why "Kiehl's Gives" was created in 2015 and allowed the company to donate over \$18.6 million to different causes. Kiehl's helps build communities and focuses on 3 main causes: Aids research, the environment, and children's wellbeing



As of today, they have partnered with over 50 charities worldwide. They commit to creating sustainable communities for children and focus on raising awareness for these many other causes.

# TOUCHPOINT 4: SUSTAINABILITY

Another big topic for the Kiehl's brand roots in sustainability. They created their mission renewal to respect resources, design out waste, and empower community. On their website, they have these goals mapped out to meet by 2030. They provide refillable packaging for most of their products to eliminate waste and plastic use. The brand is also very vocal about their environmental scores and those are offered to see on their website which is most important to them.



# TOUCHPOINT 5: STORES

The last touchpoint for Kiehl's would be their physical stores. Many skincare brands don't have their own stores in place and mostly carry their products through Sephora or online. This is what makes Kiehl's stand out along with the design of their stores and what comes along inside. The look of the stores is very natural and stays true to the pharmacy feel. Science is shown throughout the design and even employees are wearing white coats.

