



TRESemmé®

BRAND PURPOSE

TRESemmé gives you the
power to achieve *your best,*
at your fingertips



BRAND ROLE TO THE CATEGORY

To lead the salonization trend at mass, capturing significant brand share of this fast growing global segment





TRESemmé®

BRAND ARCHITECTURE

























Leveraging our 65 years of professional heritage from the US



2002

2004



-  Argentina
-  Australia
-  Bolivia
-  Brazil
-  Canada English
-  Chile
-  Denmark
-  Finland
-  India
-  Indonesia
-  Mexico
-  Norway
-  New Zealand
-  Paraguay
-  Peru
-  Philippines
-  Portugal
-  South Africa
-  Spain
-  Sweden
-  Thailand
-  UK
-  Uruguay
-  USA

US No.1 Hair Care & Styling
Leading brand in **UK, AUS, CAN**

Over 30 markets around the globe and continue to expand

Taking Inspiration from Salon Trends

TRESemmé®



TRESemmé Thailand Product Line Up



Split Recovery

For damage hair with split ends



Keratin Smooth

For dry and frizzy hair



Platinum Strength

For damaged to breakage hair

TRESemmé Thailand Product Line Up



STYLING COLLECTION
กลุ่มผลิตภัณฑ์ดูแลจัดแต่งทรงผม
เพื่อผมสวยระดับซาลอนเหมือนได้
รับการสไตลิ่งโดยช่างผมมืออาชีพ



TRESemmé Extra Hold Salon Finish Hairspray สเปรย์จัดแต่งทรงผมเพื่อผมอยู่ทรงตลอดวันแม้ต้องเจอกับอากาศชื้นด้วยสูตรที่แห้งเร็ว ไม่จับตัวเป็นก้อนขาวและล้างออกง่าย
ขนาด 360 ml ราคา 389 บาท



TRESemmé Extra Control Salon Finish Mousse มูสจัดแต่งทรงผมเพื่อลอนผมพลิ้วสวยยาวนานตลอดวันแม้ในสภาพอากาศที่ร้อนชื้น
ขนาด 277 ml ราคา 299 บาท



TRESemmé Thermal Creations Heat Tamer Protective Spray สเปรย์ปกป้องผมจากความร้อนก่อนการจัดแต่งทรง
ขนาด 300 ml ราคา 389 บาท



TRESemmé Smooth Salon Shine Glossing Spray สเปรย์เพิ่มความเงางามเพื่อเส้นผมดูมีชีวิตชีวาด้วยอาร์แกนออยล์
ขนาด 75 ml ราคา 199 บาท



TRESemmé 24 Hour Body Root Boosting Spray สเปรย์บดโคนผมให้ผมดูหนา มีอายุตลอด 24 ชั่วโมง
ขนาด 250 ml ราคา 329 บาท

TRESemmé®

TARGET AUDIENCE



MEET THE *DISCERNING STYLE SEEKER*

TRESemmé®



Elle
Age: 25

IS

*Dynamic. Self-assured. Discerning.
Balanced. Attentive to details.
Independent. Approachable.*

IS NOT

*Frivolous. Flippant. Aloof.
Insecure. Narcissistic. Careless.
Cold. Crowd Follower.
Precious.*

To the outside world she's polished, but a look below the surface reveals that she's more than meets the eye...

How she portrays herself...

What people see is someone bright and accomplished, always sure of themselves, and always on form.

Below the surface...

What they may not see is the hard work that sometimes goes on beneath the surface, to maintain that image. At times I can feel uncertain, even overwhelmed, and I put in a lot of effort to overcome that feeling.

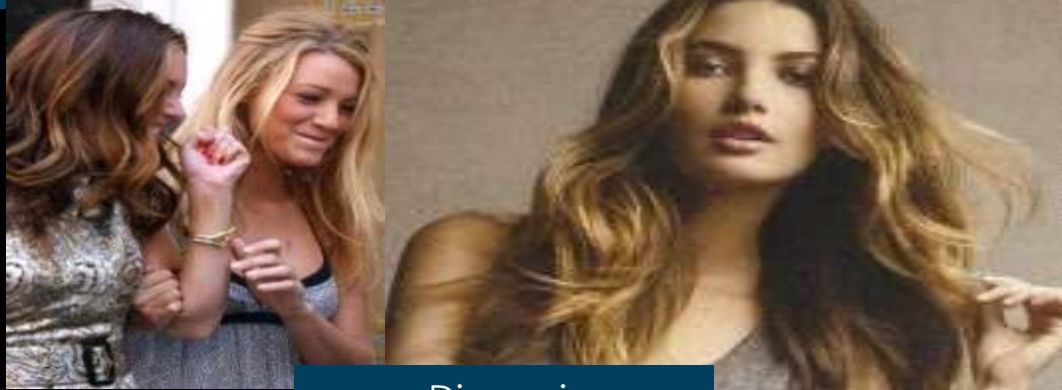
Throughout my life I work to balance everything: my professional responsibilities, my personal life, and also my own happiness and wellbeing.

At a deeper level I sometimes worry that I will fall short of my expectations and the goals I have set myself in life.

HER STYLE & PERSONALITY

TRESemmé®

Dynamic



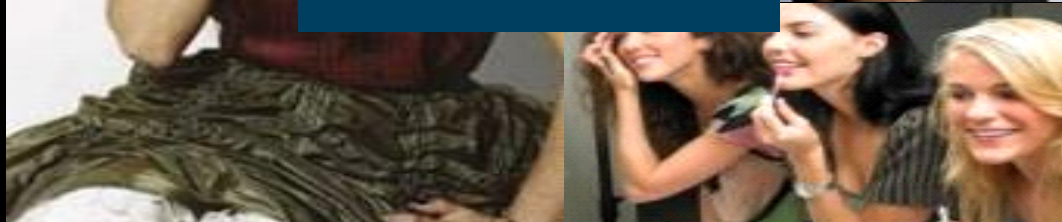
Discerning



Approachable



Fashionable



Well Rounded

She wants to appear precise and polished, without looking like she's trying too hard. To her beauty is part necessity and part play. She Has an appreciation of the finer things in life and a timeless sense of style.

She is up-to-date, but does not consider herself to be a fashion victim. Her aspirational style role models are able to effortlessly mix on-trend styles tastefully.

"Other women are too simple, too plain. We like to fix ourselves up and always look good"

"When I was younger, it was more important to be trendy. Now, I incorporate trends, but I like to mix classic pieces in with them so I look sophisticated and modern."



TRESemmé®

BRAND BCI



Emotional Benefits

Confidence that comes from knowing you look your best – so you always feel on top of your game.

Functional Benefits

Salon quality products that enable her to achieve the professional look she wants for her hair, every day. Products you can trust to perform, just as professionals do.

Product Truth

TRESemmé bottles 60 years of salon expertise and know-how, putting professional products, inspiration and information in your hands.

USLP Ambition

We will hand women the professional products & expertise to help her increase her presence & impact, so she can walk taller with confidence every day.

Discriminator

Only TRESemmé hands you the power of professional.

Brand POV

Hair Matters. TRESemmé believes that the professional touch should be within reach of every woman, every day.

Purpose

To hand women the power to walk two inches taller every single day.

People we serve

A discerning, stylish woman that takes charge of her own image and knows what works for her.
A woman with a unique style, poise and purpose.
She knows it's in her hands to make things happen.

Roots

TRESemmé was created in US salons in 1948 by Edna Emmé - a leading stylist and opinion-former in the hair and beauty world. It has been used by top professional stylists around the world ever since. It was the first brand to bring salon-grade products and innovation to women for use at home. Today it is the leading styling brand in world and sponsor of New York Fashion Week.

Brand Personality

VALUES:

Appearance matters. Within her reach. Being stylish is worth the effort.

STONE:

Discerning. Authentic. Professional & authoritative. On-trend.

PERSONALITY:

Contained, but upbeat energy. Masters the pressure. Leans in and Takes Charge.

Human Truth

Looking good and getting your hair right is not superficial but fundamentally affects how women feel. It gives them the confidence to progress in life without inhibition.

TRESemmé
USED BY PROFESSIONALS

BRAND COMMUNICATION IDEAS

TRESemmé®

The **POWER** of Salon-Grade *at your Fingertips*

3 KEY ELEMENTS TO BRING TRESemmé BCI TO LIFE

ENGAGE



The power of

Female relevant context
Platform range claim and benefit
Emotional benefit

Salon grade

Premium and professional environments with high-stakes
Featuring and related to platform
- backstage, hair-spa, top-end salons

ATTRACT



at your fingertips

Hero product in her use
Hero benefit, RTB and claim
Education on best performance



CONVINCE

TRESemmé®

CHALLENGE

BRAND CHALLENGE

TRESemmé®



MESSAGE: Helps repairs 2 years of styling damage in 5 washes like having a treatment in the salon.

RTB: With the new “Renewing Complex” it helps to strengthen hair that has been tortured from styling from years.

CONCEPT

Our hair go through a lot stress styles, chemicals, perms etc...from time to time we want to repair it, but damaged hair can't be restored by normal treatments, they need salon professional grade treatments. Today TRESemme brings the professional grade treatment at your fingertips with Platinum Strength that helps restore your damaged hair for up to 2-year of styling.



No matter how much damage you've done to your hair in the past, Platinum Strength will make your hair looks healthier and more beautiful within 5 washes.

With Renewing Complex Technology, TRESemme Platinum Strength could help restore your damaged hair to look healthy and shiny, just like you have a hair treatment from salon.





ฟื้นบำรุงผมเสีย ไม่ให้เปราะขาด*

เครชาเม่ แพลตทินัม สตรงท์

ด้วยเทคโนโลยี Renewing Complex
ช่วยฟื้นบำรุงผมเสียสะสม
ให้กลับมาแข็งแรง
และปกป้องผมไม่ให้เปราะขาด*
ไม่ว่าจะย้อม สีหรือตัด
ก็มั่นใจไม่กลัวผมเสีย



*ทดสอบบนเส้นผมของอาสาสมัครในห้องปฏิบัติการ ในระดับผมยาวที่โดนย้อมสีและตัด

NOW YOUR CHALLENGE!!!

CREATE AN ENGAGING & TALKABLE CAMPAIGN

WHAT IS NEEDED

CORE IDEA + 360° COMMUNICATIONS PLAN



TRESemmé®

SALON GORGEOUS HAIR, EVERYDAY.

THANK YOU

Please follow us

TRESemmé®



TRESemmethailand



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