

BRAND CASE STUDY ASSIGNMENT:
CLAIROL NATURAL INSTINCTS VS. L'OREAL FERIA

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Natural Instincts: “The Healthier Hair Colour Indulgence”¹

Feria: “It’s the End of Dull and Flat Colour”²

Positioning

Natural Instincts

Natural Instincts is for women who want to colour their hair but do not want the damage that can come along with it. Clairol claims that no other leading brand is healthier than Natural Instincts and it is the only hair colour that has been clinically proven to be less damaging to hair. Natural Instincts contains aloe, vitamins and antioxidants, it is also ammonia-free. Natural Instincts is a non-permanent hair colour and washes out in 28 washes.^{1,3}

Feria

Feria is for women who want to update their hair colour in a vibrant way. It delivers three times the highlights as well as the new drip-defying formula which allows for easy application. The colour boost technology is what is unique and draws women to this product. Feria is a permanent hair colour.²

Clairol has been successful at positioning the Natural Instincts brand as being a healthy option in the hair colour market while L’Oreal, the leader in the Canadian hair care market^{2,5}, has been successful at positioning the Feria brand as being innovative.

Brand Identity

	Natural Instincts	Feria
Colours Used on Product	Natural Colours: Brown and Green ¹	Edgy Colours: Silver and Metallics ²
Shelf Positioning	Brand is vertically placed, seventh brand seen when walking down aisle	Brand is vertically placed, second brand seen when walking down aisle
Price (Shoppers Drug Mart)	\$12.49 (Sale \$8.99)	\$13.99

The price of Feria suggests that it is a premium product.

The price of Natural Instincts suggests that it is not as high tier as Feria. The sale price suggests that this brand of hair dye is potentially not selling very well.

The price of Feria is slightly more expensive than other brands of hair dye but rightfully so because it is branded as an alternative to getting your hair done at the salon that will provide the same results. Therefore, it is a much cheaper than going to the salon.

The placing of the products on the shelves suggest a hierarchy of quality in the brands. The brands that are seen right away when entering the aisle in the drug store are the highest quality and the quality decreases as the brands go down the aisle.

	Natural Instincts	Feria
Demographics	Gender: Female Age: 18 - 65 Income: \$15,000 - \$50,000 ⁸ Education: High School or more	Gender: Female Age: 18 - 35 Income: \$15,000 - \$34,000 ⁸ Education: High School or more
Psychographics	Race: Caucasian women Personality: Prefer natural products and are environmentally friendly Women who do not like their natural hair colour and/or like change Older women who want to cover their gray hair	Race: Women of many races (i.e.: Caucasian, Asian, Indian and African American) Personality: Women who are not happy/insecure about their physical appearance ⁴



1



2

The target markets of Natural Instincts and Feria are slightly different. They both target women and while both of the brands targeted age demographic begins at 18, Natural Instincts extends its target age to 65; Feria's only extends to 35. Feria's targeted age is not as broad as Natural Instincts because the brand does not promote the coverage of gray hair, while Natural Instincts does. Based on the packaging of Natural Instincts only Caucasian women are featured on the products boxes, whereas Feria displays women of many different races. Natural Instincts is alienating women of different races and possibly losing the potential to reach a wider demographic.

Brand Goals

Goal of Natural Instincts: To provide women with a hair colour that is more natural and less harmful than other hair colour products on the market.³

Goal of Feria: To provide women with a hair colour that looks like they came from a salon, it eliminates dull and flat coloured hair and results in multi-faceted colour, shimmer and shine.

Perceptions from Target Market	
Natural Instincts	<ul style="list-style-type: none"> • Natural alternative to harmful hair dye¹ • Non permanent colour¹ • Green³
Feria	<ul style="list-style-type: none"> • Professional looking home hair dye² • Innovative² • Higher end home hair dye • Permanent colour²

Product Reviews

Both brands have good perceptions around them.

Natural Instincts
<p>Product review from Good Housekeeping Magazine: Clairol Natural Instincts took the top spot. It placed first in the lab for both initial and final gray coverage and for shine retention on hair swatches. At home, after using Natural Instincts, testers found that their hair colour was the likeliest to actually match the colour swatch on the box and that this product had the least offensive smell. "A pleasant fruity scent," noted one. It also received the best marks from consumers for making hair smooth, soft, and silky, and for fade resistance.⁷</p>

Feria
<p>Product review from Sally Beauty Supply Customer: I have been using Feria colours for years now. I always receive compliments on my hair colour and the shine it has. I do experiment and mix the shades and never have a problem with any flat colour.⁶</p>

Each brand is being perceived the way in which the companies want them to be. Clairol wants the target market to know that Natural Instincts is a less harsh hair dye. This fact is obviously being perceived and understood by the target market in that the review notes that the smell of the dye is not harsh. L’Oreal promotes Feria as providing women with shiny hair, and this message is obviously being perceived, as can be seen in the Feria review.

Barriers

The hair dye market is one with many brands that all claim to have the best product and the latest technology in hair colouring. Other products claiming to have the same benefits and technology as Natural Instincts and Feria create barriers for the brands. Natural Instincts and Feria must express their unique selling points and try to rise above the barriers of competition.

Channels

- Pharmacies
- Grocery Stores
- Beauty Supply Stores

The brand positioning matches up very well with the pricing, communications and channels.

Feria		
Pricing Higher price for home hair dye because of its high quality	Communications Communicated as a professional and top brand of home hair dye	Channels Typical channels for home hair dye, even if it is top tier

Natural Instincts		
Pricing Slightly higher price for home hair dye because of its natural elements	Communications Communicated as a natural and healthier alternative to colouring hair	Channels Typical channels for home hair dye

Both Feria and Natural Instincts have been successful in building their brand equity. They have both reached the customers they aim to reach. There is a wide range of brand awareness which is evident in the amount of testimonies and magazine articles that can be found online. There is brand loyalty with both brands as well, which can again be proven through blogs, testimonies and articles.

“In the overall hair care category in 2011, it was L’Oreal Canada Inc that held top spot in terms of market value share, with 29%. L’Oreal Canada Inc has held the leading position since 2005, when it overtook Procter & Gamble for the top spot. L’Oreal’s slight edge over Procter & Gamble is chiefly due to L’Oreal’s strength in colourants, salon hair care and styling aids. Procter & Gamble ranked second in hair care.”⁵

This quote demonstrates that L’Oreal (Feria) and Procter & Gamble (Clairol Natural Instincts) hold the first and second spots in the evaluation of market share, therefore both brands are successful, although L’Oreal does have an edge on Clairol.

Bibliography

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