

Launch Proposal

Consumer Insight Report for **New** **dyson airwrap**

Research Presentation

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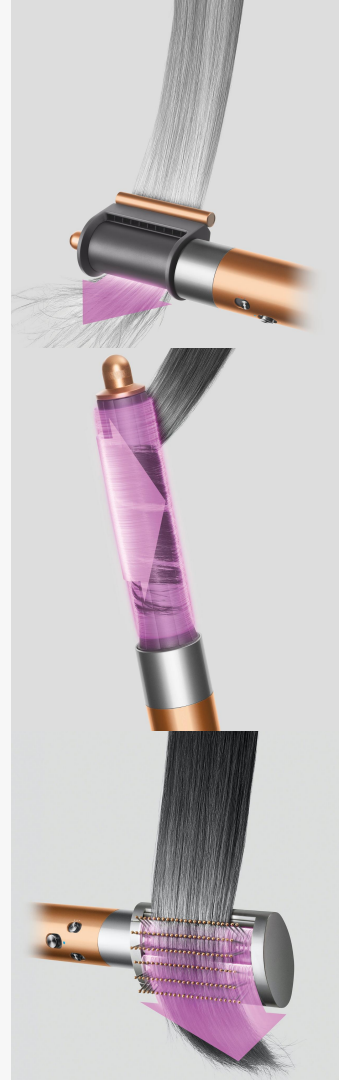
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Tan Xin Jie (K2122266H)



Agenda

- **Background**
- Problem Statement & Objectives
- Industry & Competitor Research
- Primary Research Formulation
- Primary Research Result Analysis
- Recommendations

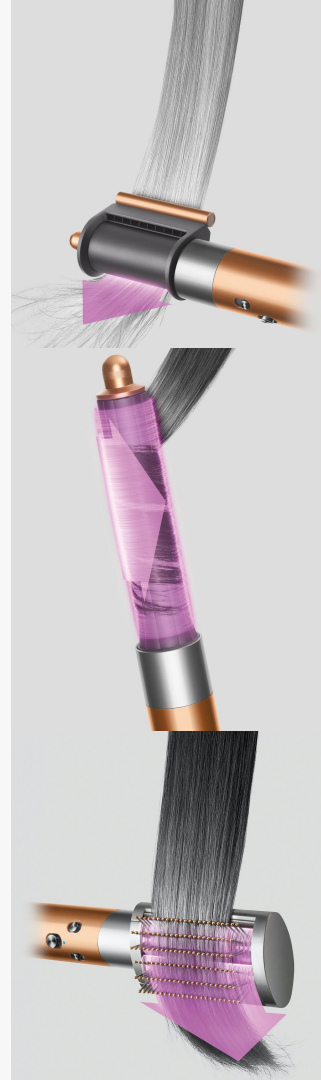


Background

Dyson is a technology company that designs and manufactures household appliances such as vacuum cleaners, hair dryers and bladeless fans.

One of Dyson's most popular products is the **Airwrap™** multi-styler, an all-in-one hair styler which uses air to curl and straighten hair easily without heat damage and the need for professional styling and traditional hair styling tools. The Airwrap is listed as one of the best Dyson products that will change consumers' lives according to Forbes.

A next generation Airwrap is set to launch in summer 2022. The new model functions the same as the previous version, but the difference is that the curling barrels and styling attachments have been re-engineered to make hair styling **easier and faster**.



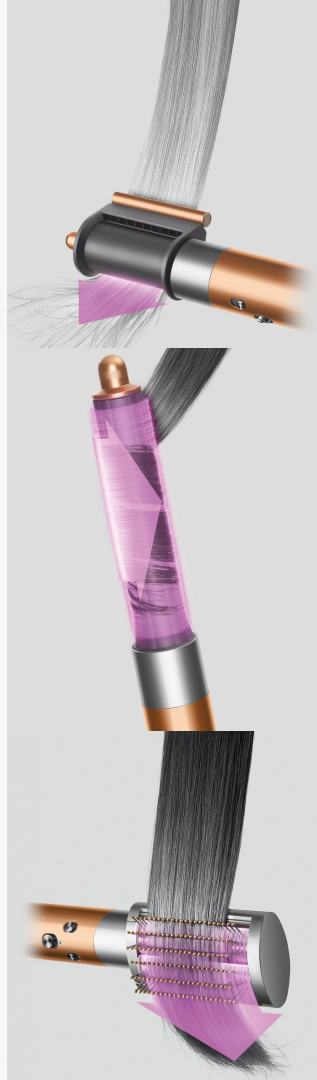
 Dyson Airwrap



Source: <https://www.buzzfeed.com/danielacadena/new-dyson-curler>

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Problem Statement & Objectives

WHAT (Objective):

To come up with a marketing plan for the next generation Dyson Airwrap that can appeal to existing users and potential users by understanding consumer insights regarding hair styling

WHY (Motive):

To ensure **successful launch** of the next generation Dyson Airwrap

WHO (Target Segment):

Middle class women, ranging from working millennials to 40s

WHERE (Location):

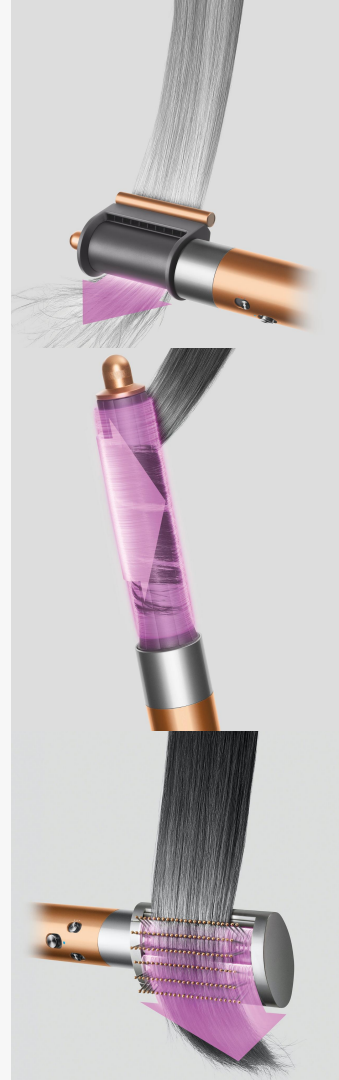
Households in Singapore

HOW (Research Method):

To launch a consumer survey that aims to understand consumer **hair styling preferences, habits and usage behaviour**

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Industry Insights

Rise in demand for salon professional hair care products

Salon professional hair care products are increasing in popularity amongst consumers in Singapore. This growth can be attributed to several factors. First, as Singaporeans became more affluent, they started to purchase higher quality products. As it was difficult to travel overseas and spend money, consumers in Singapore started to spend more money domestically.

Higher
demand for
home styling
products with
salon quality

2021 DEVELOPMENTS

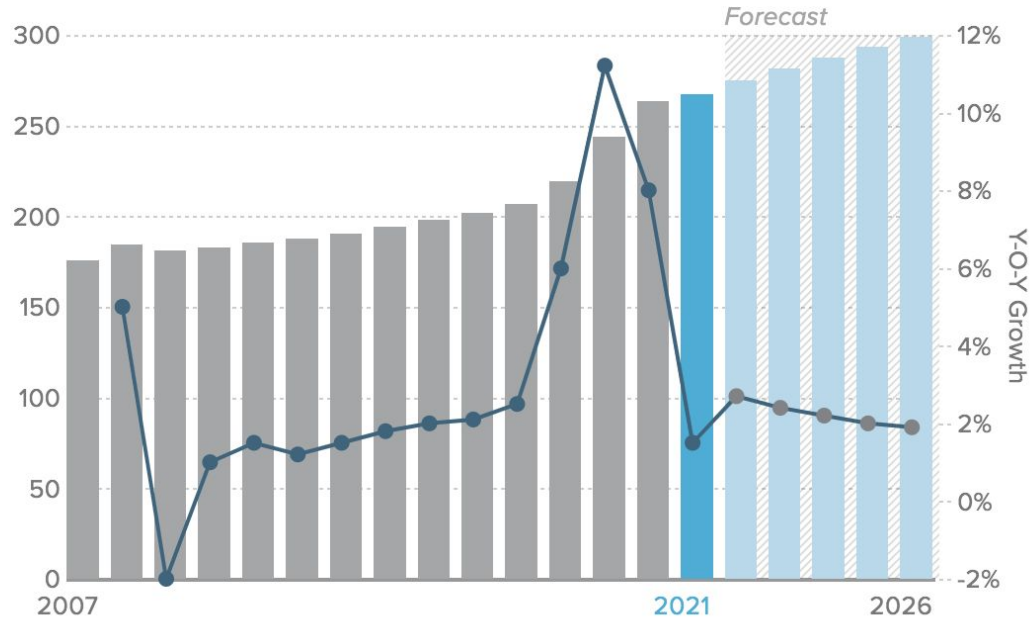
Personal care appliances sees relatively strong growth as people start resuming normal activities

Personal care appliances experienced more conservative growth in 2021 than in 2020, as Singapore allowed more social gatherings and had fewer COVID-19 restrictions compared with 2020. In 2020, hair care appliances experienced very strong growth as barber shops and beauty salons were closed for a period of time and consumers decided to purchase trimmers to cut their hair at home. Even when outlets were open, there was a lot of uncertainty about the virus, which resulted in more people cutting their own hair at home. However, in **2021, there were no closures of beauty salons** or barber shops, and consumers were more comfortable having their hair cut in these places. This resulted in **significantly slower growth for the largest category, hair care appliances.**

d Industry Insights

Sales of Hair Care Appliances

Retail Volume - '000 units - 2007-2026



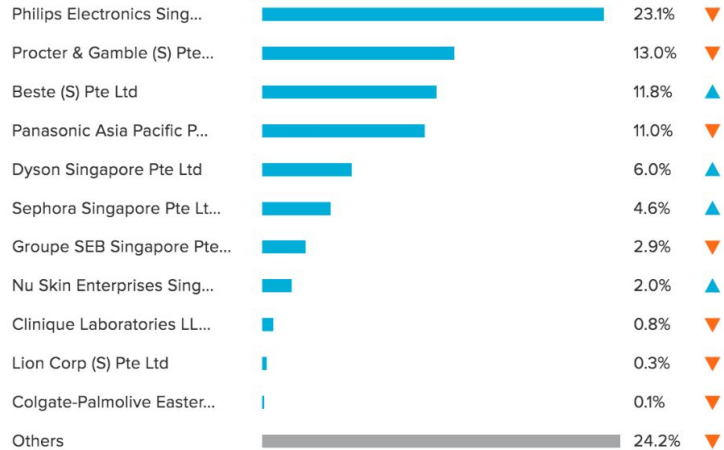
Source: Passport by
Euromonitor, Personal Care
Appliances in Singapore, 2021

Competitor Analysis

Competitive Landscape

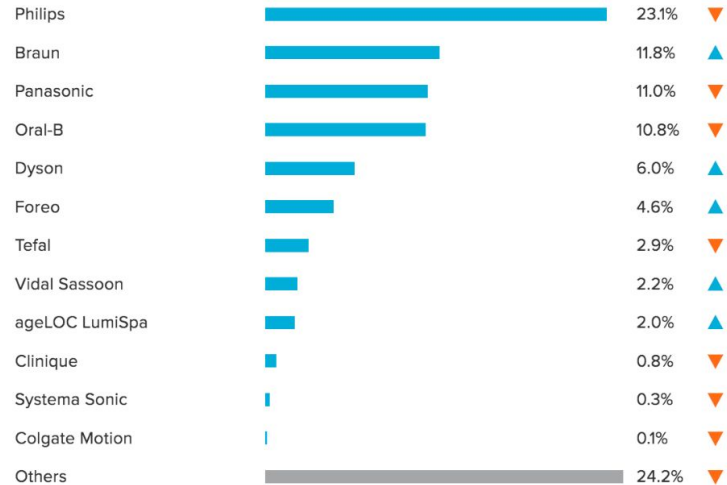
Company Shares of Personal Care Appliances

% Share (NBO) - Retail Volume - 2021



Brand Shares of Personal Care Appliances

% Share (LBN) - Retail Volume - 2021



5-Year Trend

▲ Increasing share

▼ Decreasing share

— No change

Competitor Analysis

Philips



Advanced

Air Styler HP8656/03

★★★★☆ 22 Reviews

Multiple hairstyles with extra care

Philips Air Styler Advanced for the easy hair styles everyday. The warm air is evenly distributed throughout the brush, while Ionic care helps your hair to shine more. [See all benefits](#)

Philips shop price

Multiple hairstyles with extra care

- 5 styling attachments
- Even heat distribution
- Ionic care
- ThermoProtect temperature



More Care with ion conditioning for shiny, frizz-free hair

Ionic conditioning enables anti-static drying. Charged negative ions eliminate static hair, condition the hair and smooth down the hair cuticles to intensify the hair's shine and glossiness. The result is smooth and frizz-free hair that shines beautifully.



ThermoProtect temperature setting

The ThermoProtect temperature setting provides the optimal drying temperature and gives additional protection from overheating the hair. With the same powerful airflow, you will get the best results in a caring way.

Less overheating with Even Heat Distribution technology

The Even Heat Distribution technology provides maximum protection for your hair from overheating and thus helps to keep it healthy-looking and shiny.

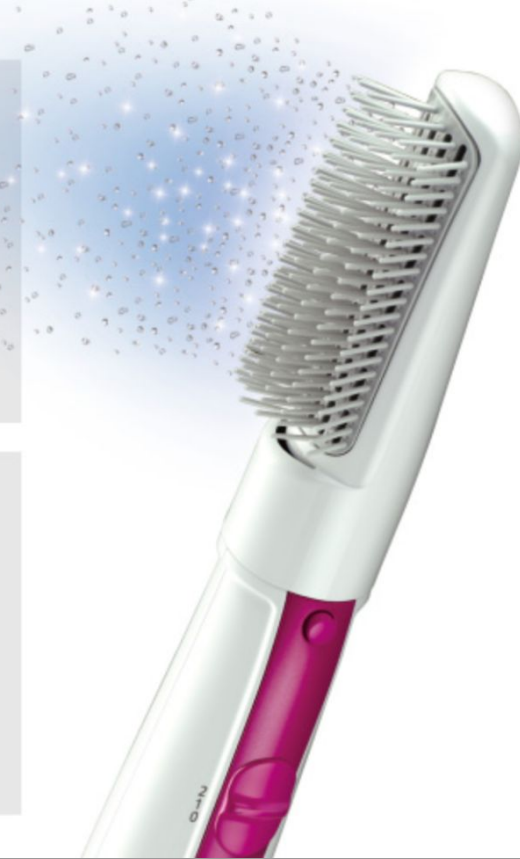
Competitor Analysis

Panasonic

Negative ions neutralize a positive electrical charge



Negative ions moisturize your hair



Ion conditioning for glossy hair

As you blow out your hair, the brush emits negative ions that gently coat the hair surface, making it glossy while also making it more manageable by neutralizing and reducing static electricity.



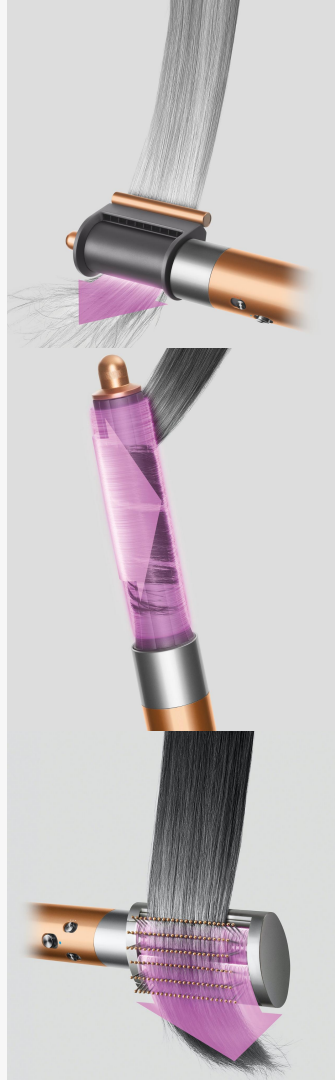
SWOT Analysis

SWOT Analysis of **dyson** airwrap

<p style="text-align: center;">Strengths</p> <ul style="list-style-type: none">● Innovative design● Healthier for hair● Durable product● High awareness	<p style="text-align: center;">Opportunities</p> <ul style="list-style-type: none">● Singaporeans are more affluent → higher demand for professional hair styling tools
<p style="text-align: center;">Weaknesses</p> <ul style="list-style-type: none">● High price● Perceived to be heavy● Requires time and patience to use	<p style="text-align: center;">Threats</p> <ul style="list-style-type: none">● Cheaper alternatives for hair curler● Semi-permanent hairstyles from salons (perms/rebonding)

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Primary Survey

Describe your IDEAL hair style in 3 words. *

Long answer text

What source(s) of information do you refer to when choosing a new hair styler? (Check all that apply) *

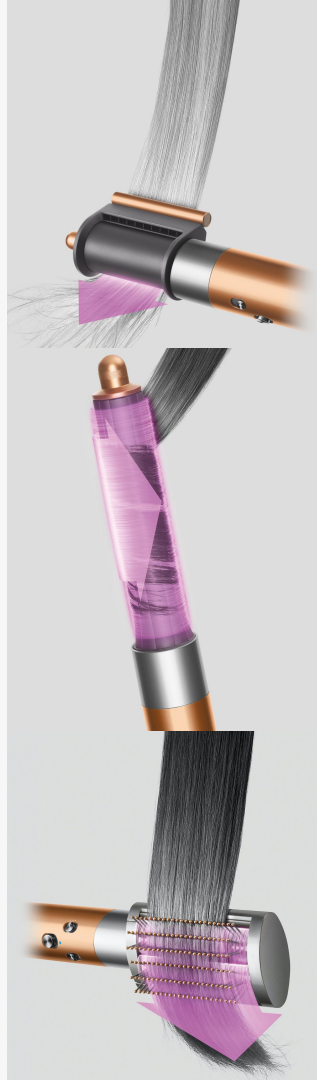
- Online beauty editorials and reviews
- Recommended by my friends or family (word of mouth)
- Beauty Blogger/Influencer Recommendation
- Social Media advertising (e.g. Facebook; Instagram)
- Saw it on TV/Out of Home Advertising (or other forms of traditional media)
- In-store sales representative
- Brand website
- Other...

What OTHER factor(s) do you consider when purchasing a hair styler? (Check all that apply) *

- Variety of styles that can be created
- Speed of styling hair
- Weight of the hair styler
- Level of damage to hair
- Level of difficulty to learn
- Long-lasting results
- Durability
- Period of warranty
- Design and aesthetics
- Other...

Agenda

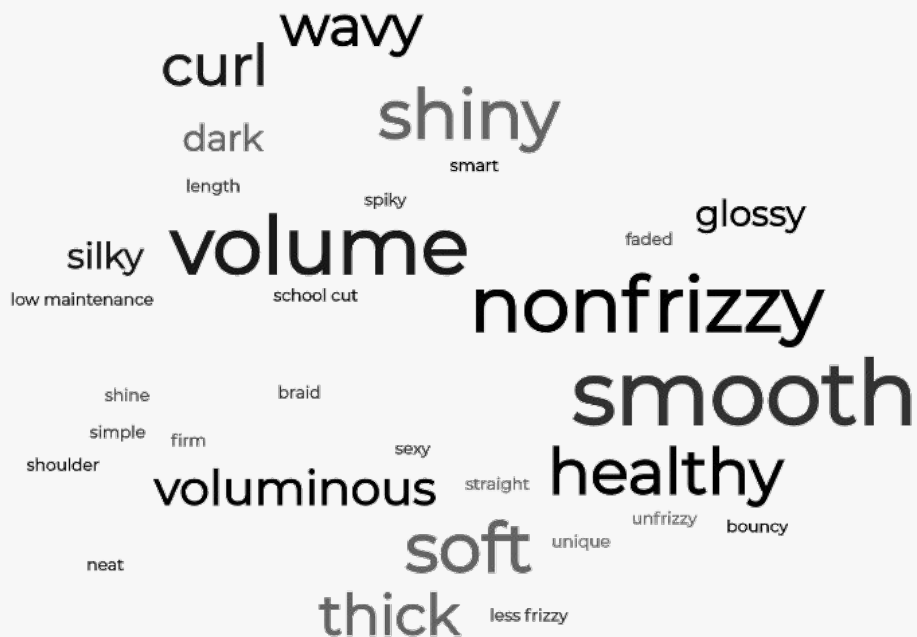
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Ideal Hair

- Top terms to describe ideal hair style: Smooth, Volume, Non-Frizzy <- Use in advertising copy
- Top Hairstyle: Wavy & Curly < Recommend which styling attachment to feature mainly



Word	Frequency
Smooth	12
Volume/Voluminous	12
Non-Frizzy	9
Shiny/Shine/Glossy	8
Wavy/Curl	8
Soft	6



Factors Considered When Purchasing Hair Styling Tools

What do you look for in a hair styler?

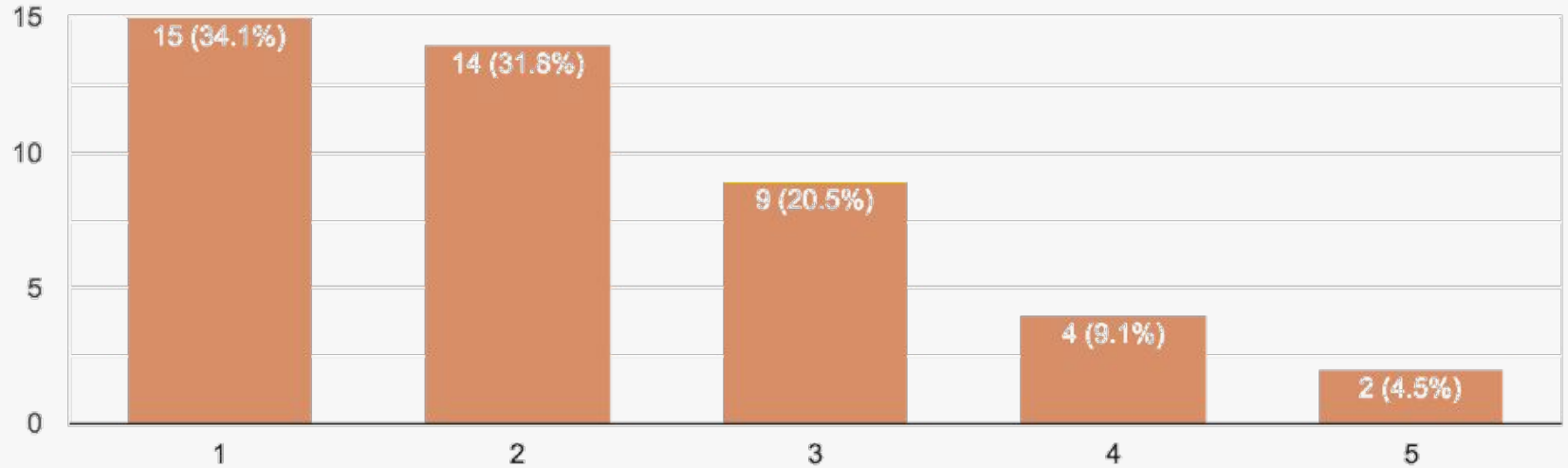


Word	Frequency
Price/Affordable/Cost	17
Quality/Effectiveness	16
Less Damaging	8
Durability	5
Ease Of Use	4



Likelihood of Purchasing Airwrap

How likely would you purchase the Dyson Airwrap (RSP: \$800)? (1-Very Unlikely, 5-Very likely/Have bought)



Demographic Factors

Age, salary & hair length & perceived hair health had no effect on the likelihood of purchasing the Dyson Airwrap.

Those who would / have purchased the AirWrap actually belonged to the lowest salary range.



Psychographic Factors

However, consumers who blow dry or style their hair on more occasions are more likely to purchase the AirWrap

We need to influence behaviours and rituals that increase the usage of the AirWrap.



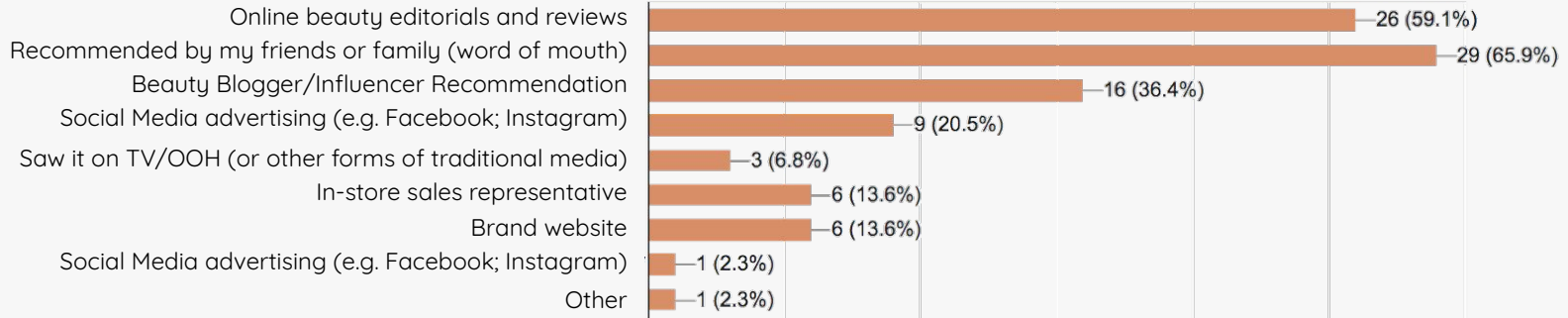
Hair Styling Tools

Please list down ALL the occasions when you use hair styling tools (e.g. curler/straightener).

OCCASION	FREQUENCY
Formal/Festive Occasions	29
Work	8
Date	7
Day Out with Family/Friends	6
After Washing Hair	4
Others	2

Media Channels

What source(s) of information do you refer to when choosing a new hair styler? (Check all that apply)



d Consumer Insights Conclusion

- **Ideal Self:** Smooth, voluminous, healthy and undamaged hair
- **Main Consideration:** Quality and effectiveness
- **Influences:** Family and social influences as well as informational influences play a major part in consumer decision-making
- **Objectives:** Results-oriented, place the most importance on the outcome of using hair styling tools (damage done to hair; long-lasting results)
- **Frequency of usage:** Hairstyling tools are only used for special occasions (formal events, festive celebrations)

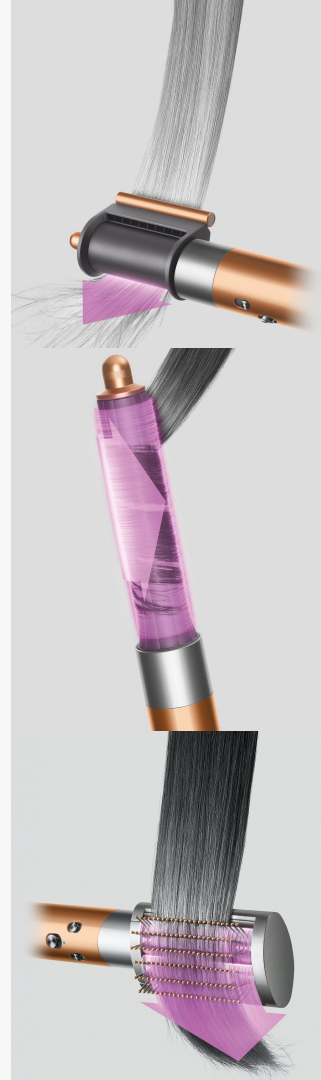


Consumer Insights Conclusion

Consumer Insight	Detailed Description	What Should the Marketing Message Portray
Ideal Self	Smooth, voluminous, healthy and undamaged hair	Visuals showing how the Airwrap helps to achieve the ideal hair consumers want
Main Consideration	Quality and effectiveness	Emphasis on technology and application without heat damage
Influences	Family and social influences Informational influences	Relatable characters that can resonate with consumers Organic reviews from editorial blogs
Objectives	Results-oriented	Before/after scenarios to show how the Airwrap transforms hair to get the best results
Frequency of usage	Special occasions (Formal/Festive)	Product usage extends beyond formal and festive events

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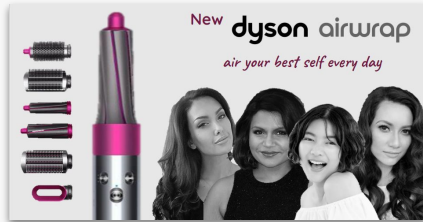


Marketing Plan

Business Objective	To launch the Dyson Airwrap successfully (Expand our current market share to become the new market leader)
Brand Objective	To be the preferred choice for hair styling tools in the midst of stiff competition by improving on versatility and professional quality brand image
Brand Strategy	<p>Create emotional association by promoting Self-Confidence: To grow user base by positioning Dyson Airwrap as an everyday hair styler for every female to achieve their best self daily, with ease</p> <p>Boost Relevance: To improve online discoverability and top-of-mind awareness by launching relevant content in the media channels consumers are at</p>

d Marketing Plan

Awareness



Commercial - Adapted to OOH, Social media, TV ads

Consideration



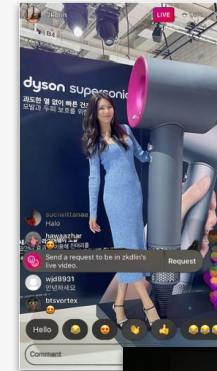
Influencers' Product Reviews



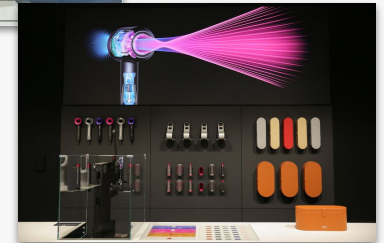
Launch Event - Engaging Pop-Up event



Conversion



Discount Code



Staff training, Merchandising to induce trial

d Marketing Plan

Women's Confidence Survey in Asia



WELCOME TO
THE NEW BEAUTIFUL

#TheNewBeautiful
#WatsonsEmpowerment

watsons

“Feeling Confident” is among the TOP 3 answers for inner beauty!

“CONFIDENCE IS AN IMPORTANT PART OF INNER BEAUTY...”

– Malina Ngai,
CEO of A.S. Watson (Asia & Europe)

dyson airwrap

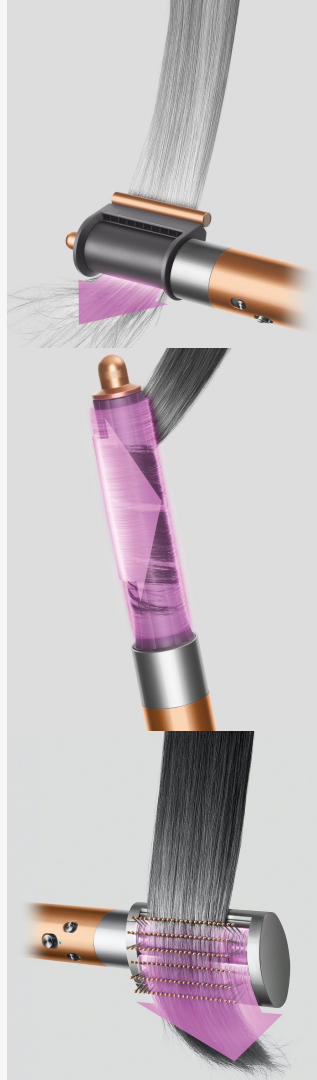


Proposed Tagline:

air your best self every day

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 Dyson Airwrap Commercial



New **dyson** airwrap

air your best self every day

The advertisement features a central image of the Dyson Airwrap hair styling tool, which is a tall, cylindrical device with a purple body and a silver base. To the left of the main device, there is a vertical stack of seven different attachments, including various rollers, brushes, and a diffuser. Below the main device, there is a photograph of four women with long, wavy hair, each showcasing a different hairstyle achieved with the Airwrap. The background is a plain, light gray color.

d Dyson Airwrap Commercial

Purpose:

To educate women of **diverse races, ages, and occupations** in Singapore that they **DESERVE to and CAN be at their best selves** (physically and emotionally) **everyday**, not just on special occasions, through the **new Dyson Airwrap**.



Significance:

Dyson Airwrap as the **symbol of female empowerment** – every woman, regardless of race or age, have the right to be empowered and confident.

d Dyson Airwrap Commercial



Name: *Kaushi*
Age: *59*
Race: *Indian*
Job: *Entrepreneur*



Name: *Arfizah*
Age: *24*
Race: *Malay*
Job: *Office Worker*



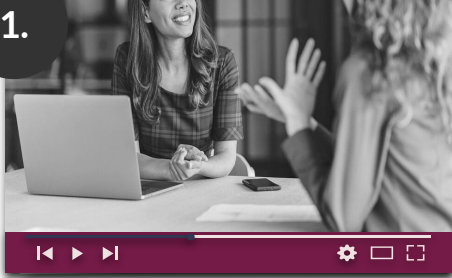
Name: *Jessie*
Age: *36*
Race: *Eurasian*
Job: *Part-time model*

Name: *Mei*
Age: *41*
Race: *Chinese*
Job: *Nurse*



d Dyson Airwrap Commercial (STORYBOARD)

1.



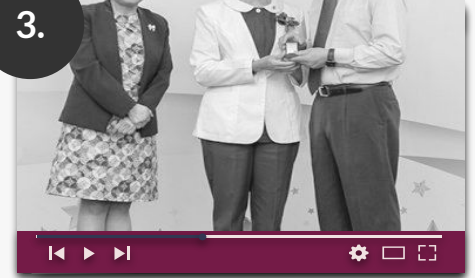
The commercial begins with Arfizah looking confident and excited during her first job interview.

2.



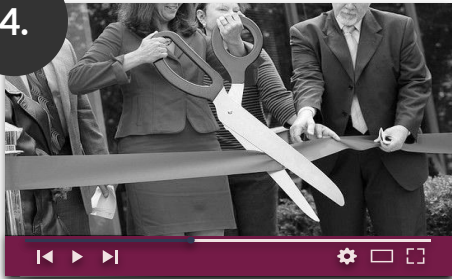
The scene changes, showing Jessie looking confident during her first audition too.

3.



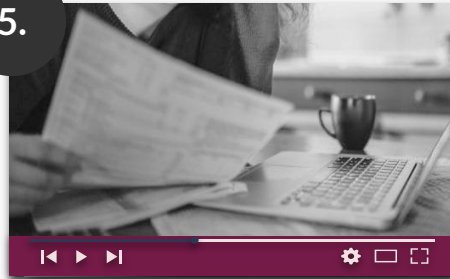
The scene pans over to Mei looking confident as a first-time recipient of the Nurses' Merit Award.

4.



The scene shifts to Kaushi, looking confident as she cuts the ribbon during her first shop opening.

5.



But Kaushi now looks stressed. She does not bother dressing up anymore ever since the store opening.

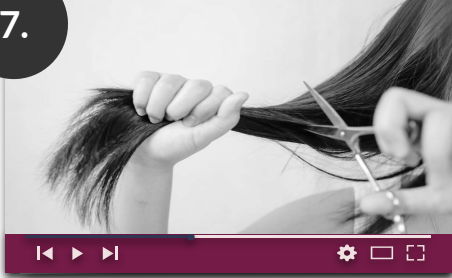
6.



Mei also looks haggard, esp. during the COVID-19 pandemic. She begins doubting her abilities to save lives.

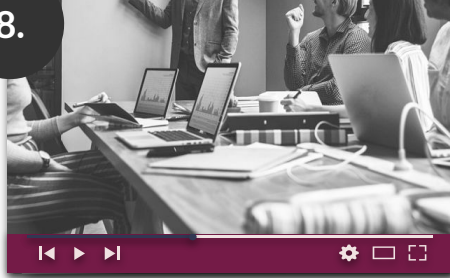
d Dyson Airwrap Commercial (STORYBOARD)

7.



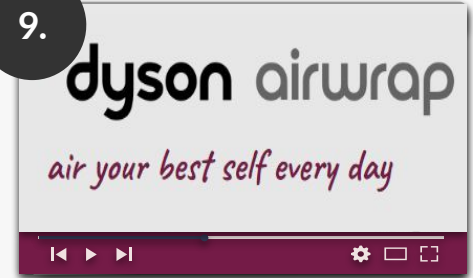
Jessie lacks confidence now, due to her younger peers. She thinks she should cut her hair to reflect her age.

8.



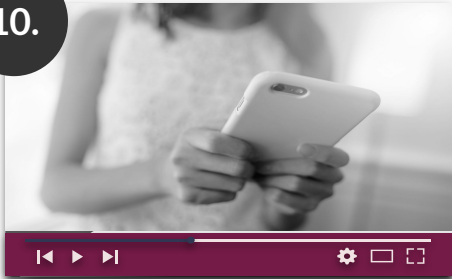
Arfizah is quiet during meetings, due to her fear of outshining her boss. Slowly, she loses confidence in herself.

9.



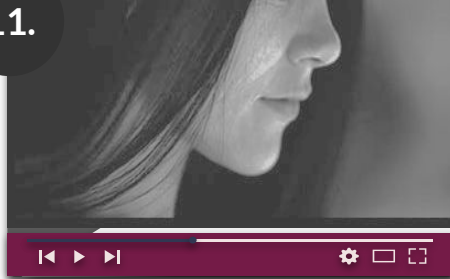
One day, the four women come across the new Dyson Airwrap commercial advertisement.

10.



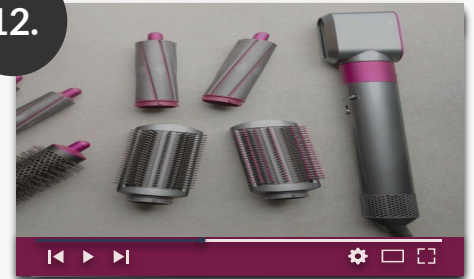
The tagline, "air your best self every day", intrigues them. They gaze at the tagline for a long time.

11.



The women remember how confident and passionate they were in the past. What has happened now?

12.



The women purchase the Airwraps for themselves. They want to take back that confidence they used to feel.

d Dyson Airwrap Commercial (STORYBOARD)

13.



The women try their Airwraps. They never expect a well-styled hair can boost their confidence so much.

14.



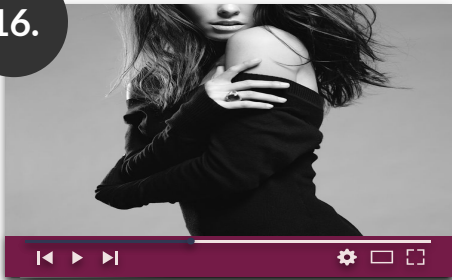
An immediate effect to confidence indeed. Kaushi clinches a business deal after her confident pitching.

15.



Whereas Mei renews her zest and vigor in saving as many lives as she can.

16.



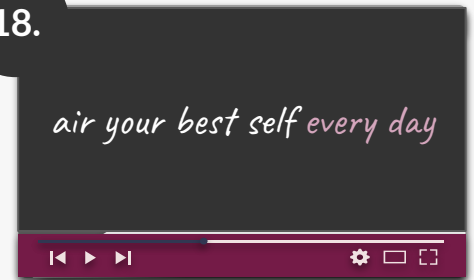
Jessie refuses to cut her hair. With her silky, bouncy curls, she poses confidently in front of the camera.

17.



Arfizah blows everyone away during the meeting with her proposal. Her boss praises her for being so confident.

18.



The commercial ends with the tagline to emphasise on the importance of daily self-confidence in women.

Dyson Airwrap Commercial



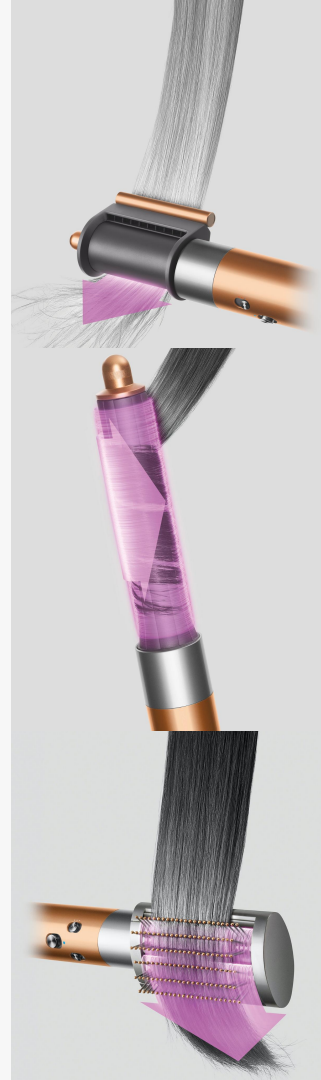
Success

**Well-Styled Hair
(Outer Beauty)**

**Self-Confidence
(Inner Beauty)**

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Dyson Airwrap Influencer Content

Purpose:

- To get viral TikTok and youtube stars to increase engagement on dyson commercial
- Get local influencers to share creative ways to use Dyson to style their hair
- Increase trust in mass audience by showcasing drastic transformation with before and after shots
- Increase fun content that can be watched as a standalone, so people engage with the brand on multiple touchpoints
- Reaction videos by major influencers based on above videos

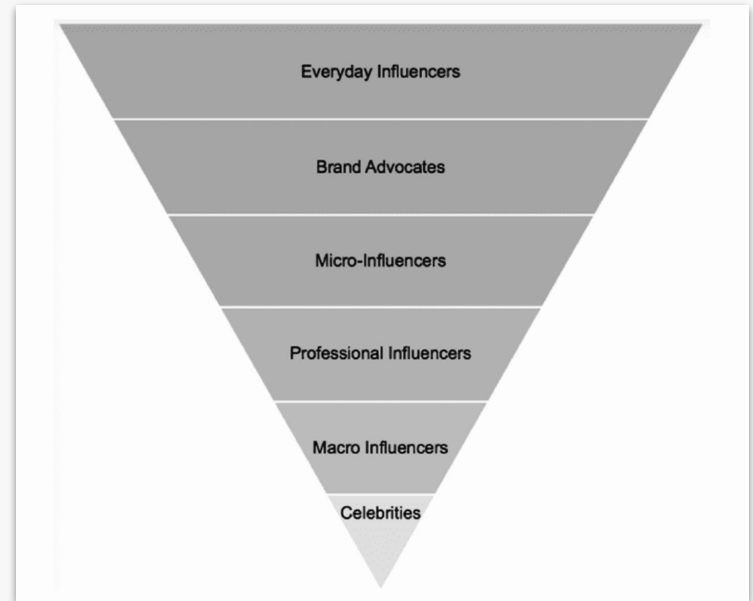


Dyson Airwrap Influencer Content

Significance:

To yield the power of nano, micro and macro influencers to penetrate the market on all levels. With our survey we have noted that one of the biggest reasons people buy Dyson Airwrap would be from recommendations from family or friends. Micro local Influencers often have good engaging content and hold significant engagement from people they know.

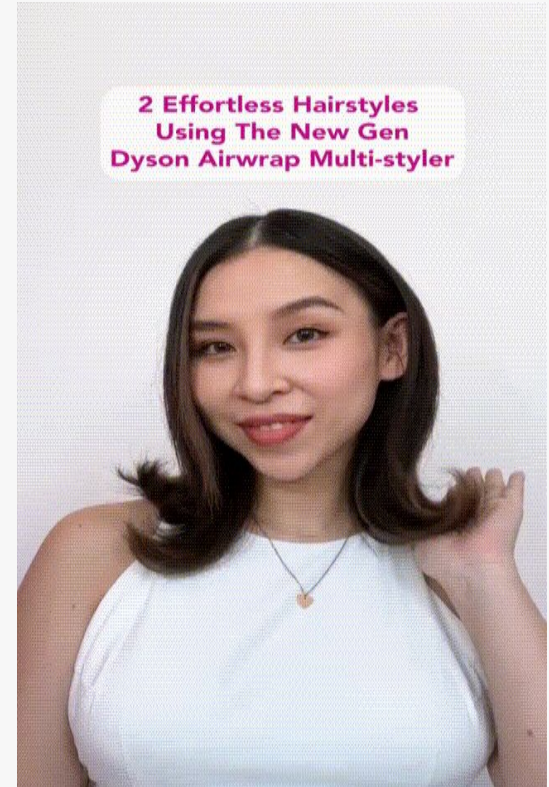
Reaction Videos are very popular and hence generating content on existing viral videos would help Dyson stay significant and visible.



Local Influencers - Hair Styles



- Engage local “mega” influencers in paid campaigns where they can showcase new styles that can be created using the latest Dyson Airwrap
- These styles would be different previous styles that the older versions of Airwrap could create



Local Influencers - Hair Diary

- Hair Diaries Challenge: Get local singaporean influencers to share hair diaries challenge, where they vlog their hair experience for 7 days, while using AirWrap
- Top influencers would get to take over Dyson Singapore social media for a day to create collaborative content



IG @debbwie



IG @preetipls



IG @dionetyf

Everyday Influencer Marketing



1. Individuals post their reaction with before and after shots using their airwrap to get featured in the series and interact with their favourite influencers
2. Win exciting prizes

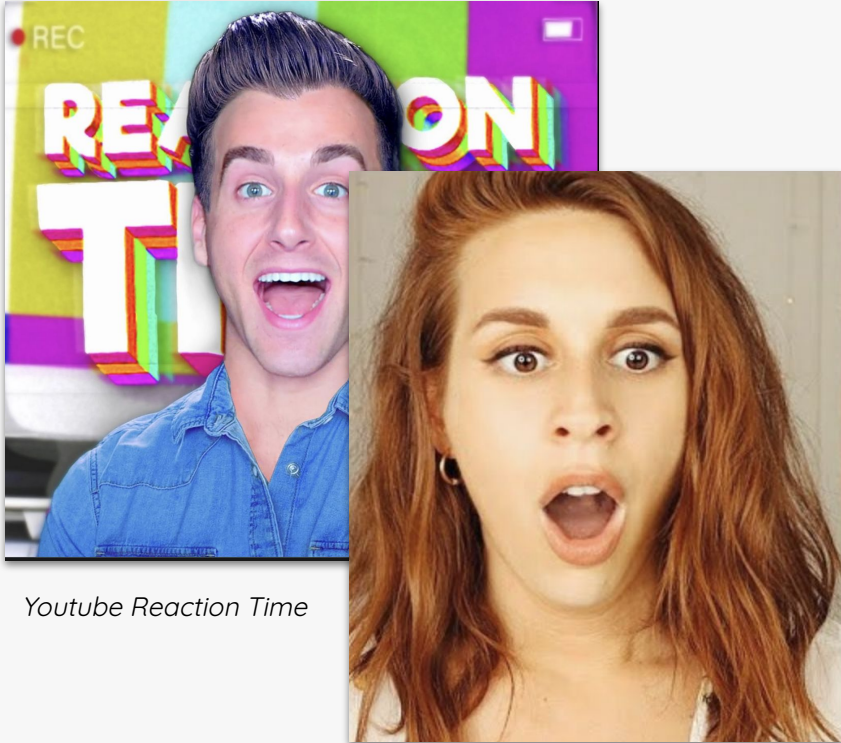


Viral Videos - **Before and After**



Bring Viral Tiktok and Youtube stars who have damaged their hair during Hair Fail videos for a Series where Dyson Airwrap helps their damaged hair look bouncy and shiny for dramatic Before and After shots.

d Other Mega and Macro Influencers -
Reaction to Dramatic Transformations



Youtube Reaction Time

Youtube Charlotte Dobre



Youtube Tina Yong

d Reaction Video Series: **Fix the Unfixable**



d Reaction Video Series: **Fix the Unfixable**




d Reaction Video Series: **Fix the Unfixable**








Mega Influencer Marketing - Brad Mondo




Brad Mondo

6years 2months Entertainment Howto & Style Education

Description: Hi beautiful! I'm Brad Mondo, a second generation hairstylist. ...

All Social Media:   

Area Rank **#748** Category Rank **#642** Subscribers Rank **#1,931**

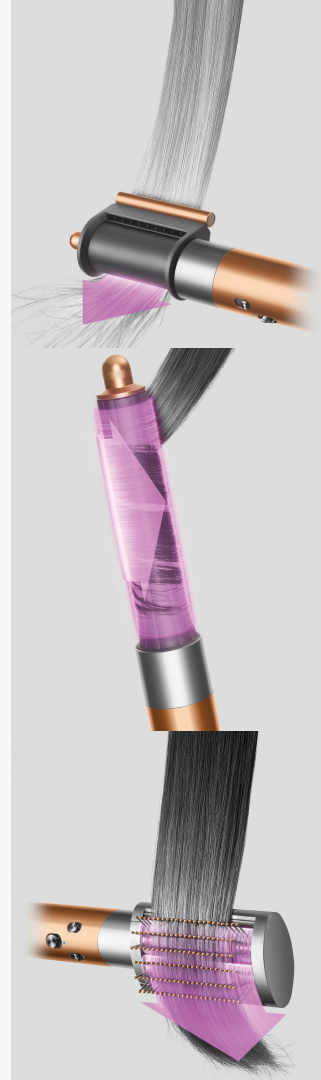
 **United States** Top 1% **Entertainment** Top 1% **Top Influencers Ranking** Top 1%

Subscribers	Total Views	Total Posts	Intelligent Analyze Score: ★ ★ ★ ★ ★ Est. Patener Costs: \$254.5K-\$1.23M CPM: 0.02 - 0.1 Est. Effects: 1.52M views 72,461 likes
5.28M ↑ 6% from last month	754.97M ↑ 6% from last month	301 ↑ 3% from last month	
Recent Views	Engagement	Avg. Video Views	
0.00 Last 30 days	4.51% ↓ Lower than average	1.76M ↑ 1.24% from last month	

Brad Mondo's number of subscribers is **7.5M**. Invite Zula to interview him for Singaporeans to follow what he has to say about Hair styling tips, this can be a sponsored event and recorded life.

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Dyson Airwrap Pop-Up Event

Purpose:

- To **engage** with consumers through **direct interaction** with the Dyson Airwrap
- Encourages consumers to share their Dyson Airwrap experience and generate earned media through **word-of-mouth**
- Enables existing and potential users to have a **first-hand experience** with the Airwrap and show how easy it is for the Airwrap to deliver long-lasting results to the hair

Event Highlights:

1. The Airwrap Experience
2. The Lucky Draw
3. The Airwrap Station
4. Influencer Endorsement



Open pop-up event concept at a shopping mall

Dyson Airwrap Pop-Up Event

Event Name: The Dyson Airwrap Experience

Event Theme: Black, White, Gold, Pink Accents (to fit the product colours)

Event Hashtags:

- #DysonAirwrapPopUpWeekend
- #AirYourBestSelf
- #ThatsAirWrap
- #WalkingOnAir
- #BestAirStyle

The **dyson** airwrap Experience

Dyson Airwrap Pop-Up Event

1. The Airwrap Experience:

- Invite participants to sign up to the Dyson mailing list in order to get a free trial run on the Airwrap
- Hairstyling experts at the Beauty Lab to teach participants how to use the Airwrap



Sample of the invitation signboard at the pop-up event entry point



Beauty Lab Concept (left), hairstyling expert sharing tips on how to use the Airwrap (right)

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1. The Airwrap Experience:

- Smartphones provided at each vanity station for participants to take photos and videos during the tutorial session
- Participants are instructed to take a video of themselves during the session and take before and after photos of their hair
- Photos and videos will be sent to the participant's personal phone via email or Airdrop, and will be deleted after every session to protect participants' privacy



Smartphone provided at each vanity station for photo and video recording

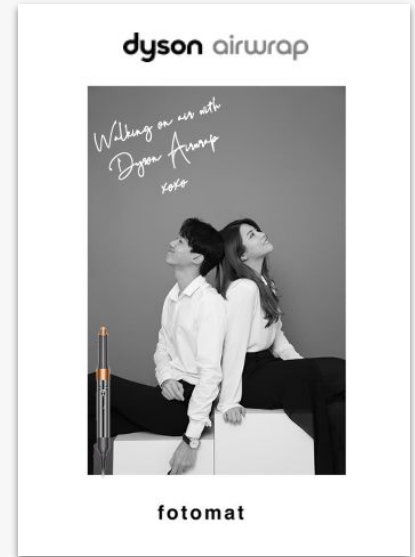
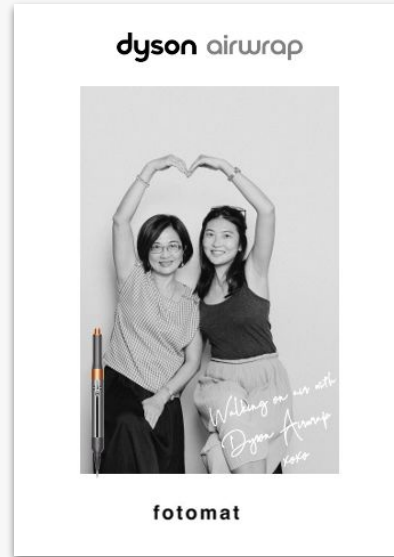


Participants can use their own phones or the phones provided to take photos and videos

Dyson Airwrap Pop-Up Event

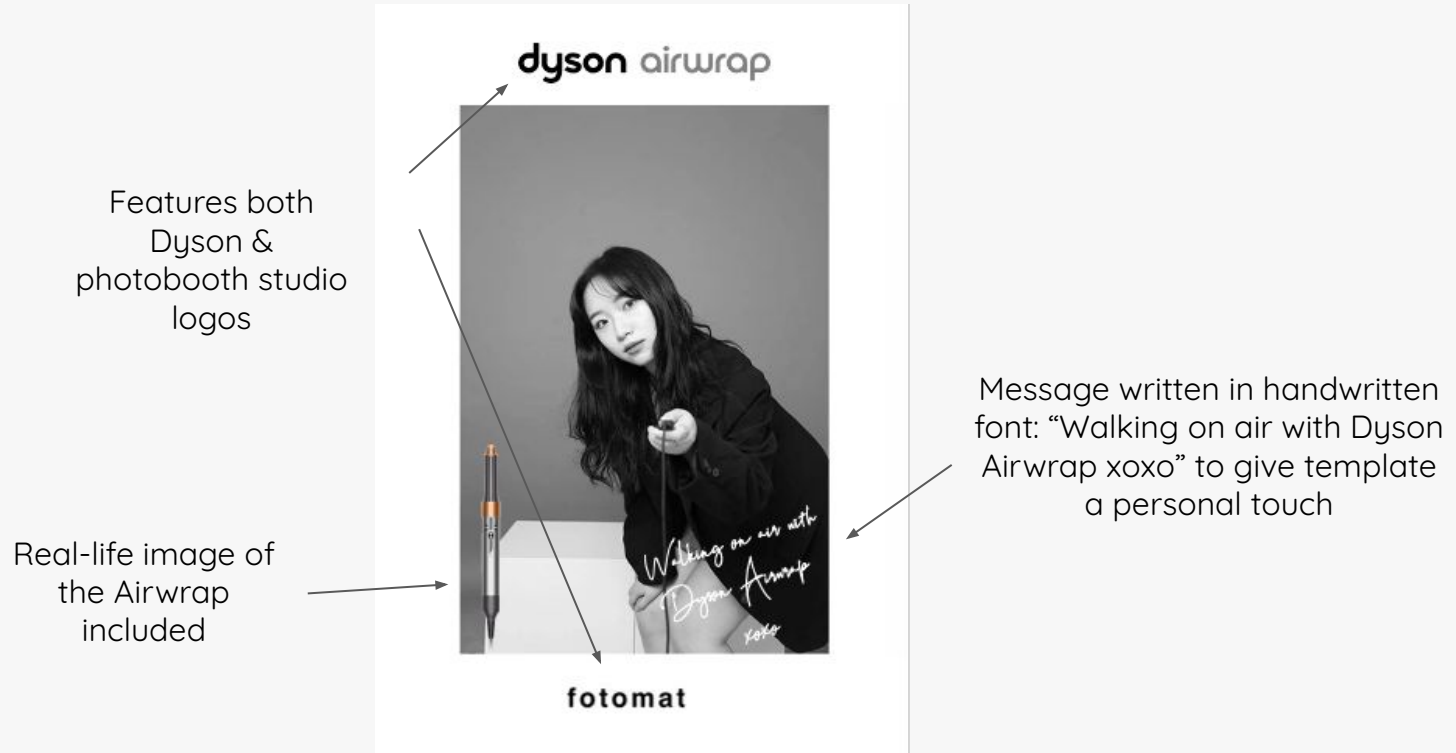
1. The Airwrap Experience:

- Collab with a popular photobooth studio to provide a complimentary photobooth session for consumers to show off their new hair looks



Dyson Airwrap Pop-Up Event

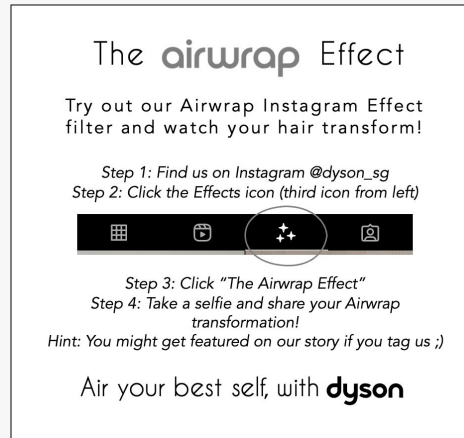
1. The Airwrap Experience:



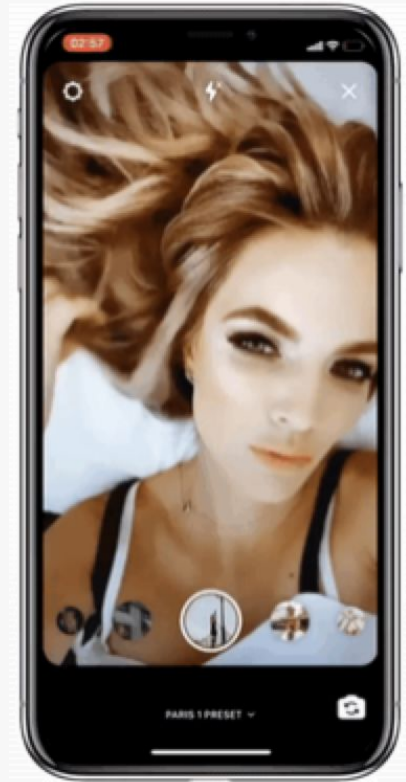
Dyson Airwrap Pop-Up Event

1. The Airwrap Experience:

- Invite consumers to use AR filters on Instagram to compare hair results before and after using Dyson Airwrap
- Targeted at event attendees who are not participating in the hairstyling tutorial session and social media users viewing the event online
- Ensures that consumers at the periphery remains engaged



Sample of a signboard placed around the pop-up event area



Instagram AR Filter Concept

Dyson Airwrap Pop-Up Event

2. The Lucky Draw:

- Invite participants who attended the hairstyling tutorial session to participate in a lucky draw after the Airwrap experience
- Participants have to use before and after hair looks they recorded earlier during the tutorial session and post an Instagram Reel or Tiktok post to enter the lucky draw

Liked your **airwrap**
Experience?

You could walk away with one!

Share with us your best hair transformations with your mum/bestie and stand to win a Dyson Airwrap™!
All you need to do is:

Step 1: Follow us on Instagram / Tiktok @dyson_sg

Step 2: Use Instagram Reel / Tiktok to compile your before and after videos

Step 3: Post your hair transformations and tell us why you should win the Airwrap! Don't forget to tag us and use our event hashtags to get featured on our story!

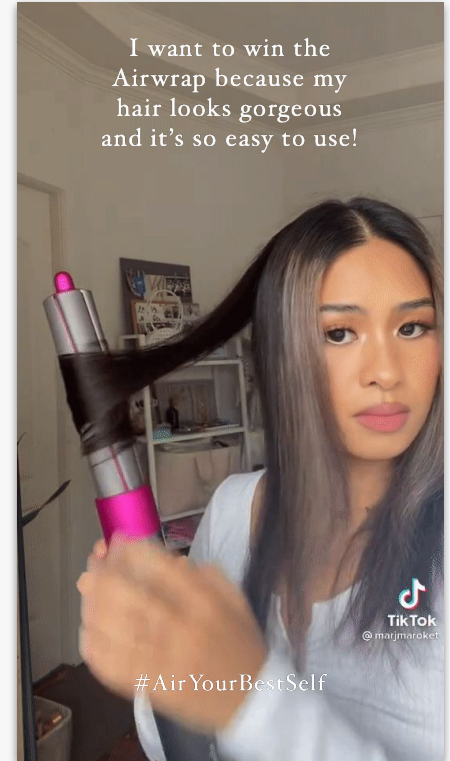
Air your best self, with **dyson**

*Sample of a signboard placed
outside the Beauty Lab*

Dyson Airwrap Pop-Up Event

2. The Lucky Draw:

- Sample Instagram reel / Tiktok created by an ordinary user (Dyson marketing manager, etc.) will be uploaded to Dyson's social media account pre-event for participants
- Create filters for social media users to use
- Ensures videos are consistent with the theme



Sample Tiktok post which can be uploaded before the event

Dyson Airwrap Pop-Up Event

3. The Airwrap Station:

- Dyson Airwrap products available at the retail station for consumers to make a direct purchase
- Salespeople on standby to share expert information on the Airwrap, provide live demonstrations and answer queries from the public
- Cashier station located next to the retail station
- Ensures engagement can lead to conversion



Product Demo Station

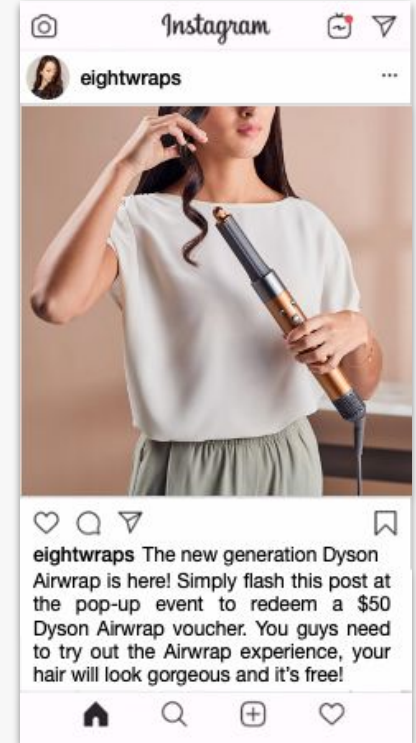
Dyson Airwrap Pop-Up Event

4. Influencer Endorsement:

- Invite brand endorsers and influencers to capture their Airwrap experience on Instagram Live
- Participants can use the influencers' code or Instagram post to get a complimentary \$50 Dyson voucher for all Airwrap products



IG Live page from influencer's Instagram account



Instagram post concept from influencer's Instagram account

Consumer Insights Conclusion

Consumer Insight	Detailed Description	Marketing Message	Main Takeaways
Ideal Self	Smooth, voluminous, healthy and undamaged hair	Visuals showing how the Airwrap helps to achieve the ideal hair consumers want	Seeing is believing
Main Consideration	Quality and effectiveness	Emphasis on technology and application without heat damage	Photoshoot-ready
Influences	Family and social influences Informational influences	Relatable characters that can resonate with consumers	Embrace familiarity
Objectives	Results-oriented	Before/after hair transformations	Results matter
Frequency of usage	Special occasions (Formal/Festive)	Product usage extends beyond formal and festive events	“I” am beautiful “I” am confident “I” am my best self every day!

New

dyson airwrap

Use our discount code
<8WRAPS> for **50%** off the
new Dyson AirWrap*.

***Terms and Conditions:**

Redeemable if Prof Alison and
Prof Kuang Jie awards us **A***
for the presentation :)

Thank you!

air your best self every day



References

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