



EXERCISE 1

FASH 763/ Tingting Shi

the goals of this research process

Some Kiehl's experience of consumers, Gen Z is different from the official campaign.



@Kiehls家的骨头先生



Kiehl's targets people in the upper-middle-income bracket, which can be summed up as people with sensitive skin, or people who go after all-natural products.

——Erlichman, Janelle. "kiehl's." The Washington Post, 2004, pp. M2.

consumers/ business news/Correlation analysis report

Whom are you collecting consumer insights from?

Q: What was your first impression of Kiehl's ?

interviewer 01

Neither good nor bad

The price is civilian. The packing is very distinctive

interviewer 02

Product line is too monolithic

The product is mild and unstimulating

interviewer 03

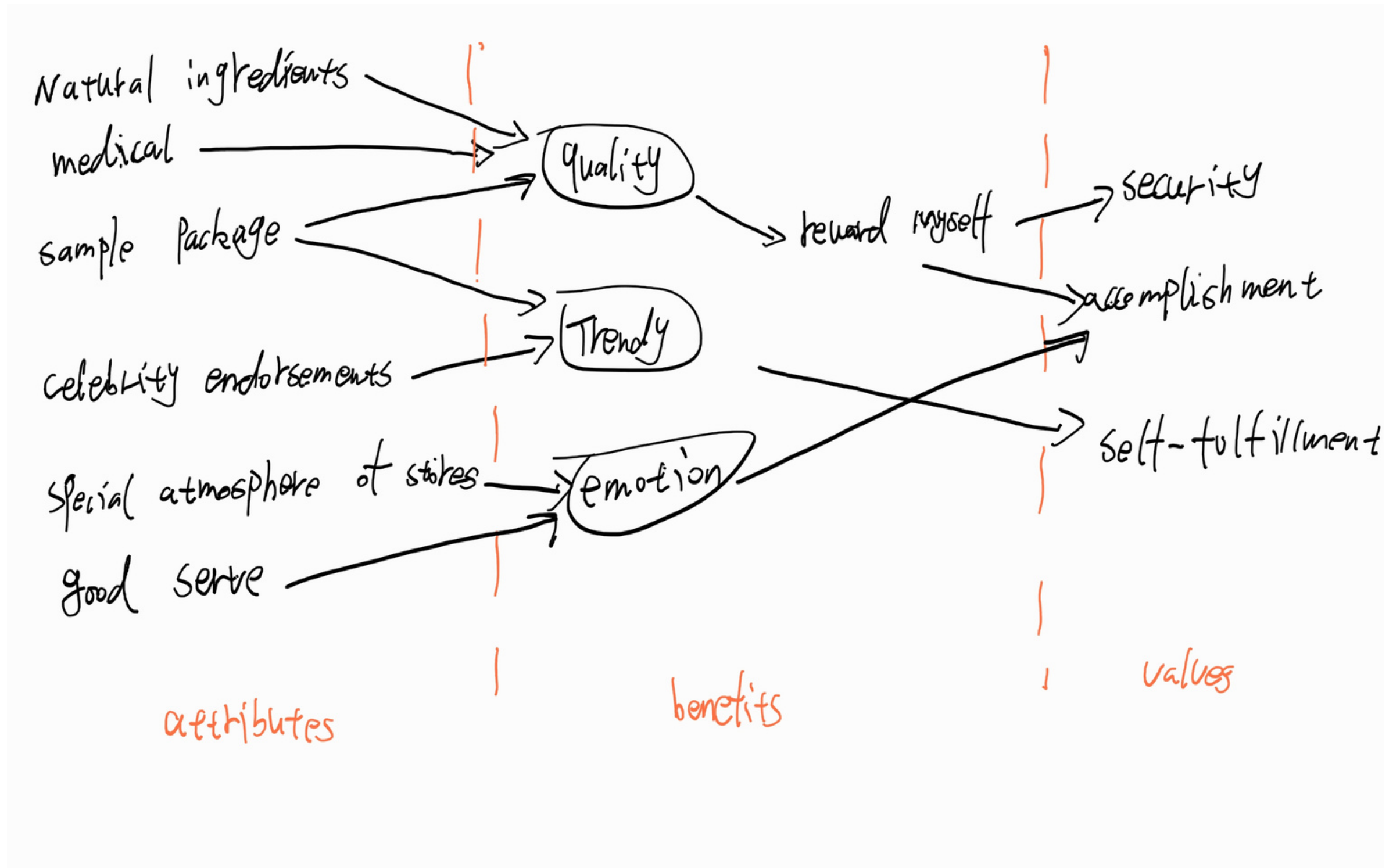
The experience is not like the campaign

The product packaging gives the impression of preciseness

Means-End Laddering + Projective Techniques

Means-End Laddering

Briefly elaborate on what you want to discuss.

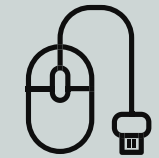


Projective Techniques



Association---White coat, bone

Formerly a pharmacy, it's now a scientifically rigorous skincare product



Construction--- attitude change

Calendula Herbal-Extract Toner actual experience and advertising is very different



Completion--- all-natural

Kiehl's is an ____ skincare brand.

Conclusion



I collected the consumer insights with oral interviews with some Gen Z Consumers.

I have achieved my research goals that some of Kiehl's experience of consumers, Gen Z is different from the official campaign.

I'd like to try different tools in future projects.



THANK YOU