



## V05 EXTREME STYLE // A NEW TWIST ON AN OLD FAVORITE

### BACKGROUND

The V05 brand has been Alberto Culver's flagship brand for 53 years. Over the years, the V05 line expanded into top-selling lines of shampoo, conditioner, treatment and styling. But with success and longevity, came baggage.

Soulsight was charged with reinventing the Red Styling line – a brand that was once known as “your mother’s hair product” – and make it relevant, young and hip to a new consumer. The new target was defined by lifestyle and values rather than demographics; the “creative consumer” was curious, altruistic, open to new ideas, and actively engaged in creating youth culture. In order to appeal to these “creative adults,” ages 18-34, Soulsight needed to leverage V05's one golden rule: EXPRESS YOURSELF.

### SOLUTION

In order to reinvent the iconic Red Styling brand, Soulsight recognized that V05 needed to speak an entirely new language. We drew inspiration from youth culture, music, street art and fashion. The solution was to create a bold, dynamic red background with an aggressive orange spray-painted brand icon that would be disruptive on-shelf.

### RESULTS

The shocking graphics were revolutionary for the brand, and sales increased by 10% after launch.