



SUAVE KIDS // BATH TIME IS FUN AGAIN

BACKGROUND

In order to gain market share in the ever growing hair and beauty category, Suave wanted to introduce a kid-friendly line of hair and skin care products. Ophthalmologist tested, tear-free and smelling deliciously yummy, Suave knew they had the right kids product. They came to Soulsight to help them develop the brand identity and positioning to complete their formula for success.

SOLUTION

Through research, it was found that moms desperately wanted bath time to go smoothly and often used the shampoo bottle as a prop, allowing their kids to play with it as a distraction from what they saw as a chore. Applying this knowledge, Soulsight developed the brand concept of pairing wildly imaginative, cartoon characters on amazing adventures with fun variant names. For instance, "Cowabunga Coconut" features a monkey hanging ten on his surf board. To further engage kids, and help moms at bath time, Soulsight developed the "Did You Know?" feature. Each variant had fun educational facts specifically about the character

on the bottle. In addition to the fun characters and names, the bright graphics on vibrantly colored structures cued fun and became the "toy" that kids could interact with (and sit still with) while mom washed their hair.

RESULTS

By developing the cartoon character system and the "Did You Know?" fun facts, Soulsight positioned Suave Kids to take the lead in the kids health and beauty category. Follow-up research showed that kids loved the fun characters and "fun facts" so much, they wanted to collect the entire line. Moms appreciated that a quality product could be packaged in such an engaging way. It provided them with the hassle-free bath time they needed by providing fun, great smelling products to use with their kids. Suave Kids is now the top-selling product in the bath set and is currently the number one health and beauty offering from Suave. Soulsight has repositioned bath time and evolved it from being seen as a chore to an opportunity for quality family time.