

Kao Germany GmbH, Pfungstädter Str. 98-100, 64297 Darmstadt

Brand Trust GmbH
Achim Feige
Pfannenschmiedsgasse 1
90402 Nürnberg

Darmstadt, September 25th 2017

Brand Sharpening Project Kao Salon

Dear Mr. Feige,

We approached Brand Trust beginning 2016 with the aim to sharpen our Masterbrand Goldwell, a salon-exclusive brand of Kao Salon Division. Its professional hair products are dedicated to bringing stylists' and their clients' aspirations to life. Objectives were to finetune Goldwell's positioning and work on strategic brand elements and differentiation versus key competitors.

Brand Trust provided a clear roadmap of how such brand work is to be handled and efficiently guided the project team through a brand analysis workshop and brand resonance and positioning workshops. Especially the close look at our peak performances as the base of our brand, as well as questioning what we do better than anyone else was a challenging but valuable task for everyone involved.

In the course of the Brand Sharpening exercise it became obvious that we also needed to define strategic brand elements for KMS, being our second Masterbrand as well as for Kao Salon, our business partner brand. Thus, the project became bigger and even more impactful.

Within one year of project work we developed core brand values for Goldwell, KMS and Kao Salon Division, their No.1 positioning, their one-word-equities, plus an umbrella brand architecture with strong Masterbrands and Kao Salon Division endorsement. In addition brand rules were derived for each of the three brands. These rules are to be used as an operative instrument, steering the implementation of all brand strategic elements.

Here at Kao Salon we are still very much profiting from the work done by your consultancy and will ensure the outcome will be implemented in all necessary areas and be of sustainable value for our company.

We would like to thank you for a successful and professional collaboration.

Kind regards,



Stephan Becker

Vice President Marketing, Kao Salon Global