

Research Case Study – Redken for Men

The Link Agency embarked on a research project for Redken for Men to gain insights into the Men's Hair Category and the Redken for Men target, and to provide strategic direction on Redken for Men marketing tactics. To gain complete insights into the Company's target audiences, research was conducted through a multi-tiered process that included:

Phase I: Competitive Analysis

Included thorough audit of competitive marketing efforts, interviews with industry experts, and extensive secondary research in order to understand the competitive marketplace.

Phase II: Online Survey

A one-page online survey was distributed to over 250 targeted respondents. The survey enabled us to model a profile of who the target audience should be for this product, while determining the best marketing approach for these audiences.

Phase III: Man-on-the-Street interviews

Filed and interviewed over 235 men in cities across the country, including Boston, Chicago, New York and San Diego. Received in-depth information on lifestyles, purchasing behavior and demographics for several different male target audiences.



THE TARGET

SINCE WE ARE TALKING ABOUT MEN (ABOUT 50% OF THE POPULATION) - IT IS FAIR TO SAY THIS TARGET COMES IN ALL SHAPES & SIZES AND WE COULD GROUP THEM IN ANY NUMBER OF WAYS.

THE MODERN MAN 19%
THE CLEAN CUT MAN 19%
THE WASH N' GO OUT MAN 8%
THE BARBER SHOP BOY 23%
THE MAN WITH THE PERSONAL SHOPPER 31%

(Percentages based upon men interviewed by The Link Agency)

We thought about lifestyles, professions and style categories but ultimately, what we wanted to do is better understand the behaviors of men. Those who currently use RFM & competitive professional products, as well as those who currently use non-professional brands, but may have in the past and would be likely to try a professional brand in the future.

Phase IV: Stylist Interviews

Interviewed several stylists regarding the habits of their male clientele, and also their understanding and knowledge of the Redken for Men line and its competition in the industry.

After the research was completed, the agency analyzed the results and made the following key recommendations based on the insights gained:

- **Broaden the Consumer Base:** The target consumer goes far beyond those that are currently using Salon products. The Agency identified five different male audiences as potential Redken for Men consumers, and detailed their preferences on hair care, purchasing, product awareness and media.
- **Diversify:** Market to all of the key targets and when possible, market uniquely to each target.
- **Educate:** Raise consumer awareness about “fake professional brands” sold through the FDM channel, as well as the benefit of professional brands. Inform men of the variety of products available and the various uses.
- **Communicate:** Directly communicate with audiences regularly and don’t depend heavily on stylists to do so.
- **Take Interest:** Sponsor events that matter to men and their lifestyles.
- **Be flexible:** Have a global vision with the ability to be nimble and execute programs on a very local level.

