

Pantene Pina Colada

Pantene is P&G's mass premium hair care brand in Asia, and the number one hair care brand globally.

Due to the market need for heavy conditioning, Pantene decided to launch a new conditioning treatment called '3 minute miracle' with a claim of 'Repairs 3 months of damage in just 3 minutes'. This was to help drive Pantene's image as an innovative, high technology brand, as well as helping to build a 'system' haircare regimen with consumers, which would be new in this shampoo-only market.

FutureBrand conducted a four phase project, including client issue identification, workshop and mood board creation, concept generation and development, and point of sale creation for bottles in market.

From creating a new product, icon, and secondary packaging, to creating point of sale items to educate consumers, this was the first premium conditioner treatment for Pantene in the Asian market.

The product was launched in October 2008 in all ASEAN countries.

Year: 2008



FutureBrand

