



## **CASE STUDY**

For more than 60 years, Sothys has been committed to keeping the value that has established itself as a legend in the beauty industry. Through meticulous research and development, scientific advances, professional expertise and the understanding of a customer's well-being, Sothys is continuing to change the world of beauty. With global distributors in more than 110 countries, Sothys expanded its international scope by offering their signature treatments and skincare solutions to the American consumer. Utilizing exclusive European methods, Sothys offers unique and specialized treatments combined with high technology formula and a cocktail of active ingredients. Sothys wide product line ranges from Face Care, Body Care, Sun Care, Prestige Care, Make-up and Men's Skin Care.

In April 2005, Sothys introduced its New York spa, the company's signature spa in the United States. The impressive 5000-square-foot space offers the quintessential French spa experience striving to address every skin and body care need. Blending urban style with French influences, Sothys offers luxurious service and signature treatments by aestheticians from the Sothys Institut de Beaute in Paris giving the New York spa the utmost authenticity.

Sothys has looked to KMR Communications since 2007 to generate national, regional and key local market awareness of the brand among mainstream consumers, while staying true to the brand's unique European heritage. KMR provided Sothys with day-to-day media relations support, targeted media outreach surrounding product and spa treatment launches and events. KMR's work for Sothys has generated tremendous awareness for the brand on the local, regional and national levels in both the consumer and trade media markets.

### **SITUATION**

The Sothys brand has established itself as a pioneer in the beauty industry as well as an innovator in skincare advances. The company has gained a global reputation for elegant, luxurious products that come with a gold standard to uphold the finest quality of excellence through extensive research and scrupulous product testing. For Sothys, it's more than just about the products or services, but about educating consumers on how to enhance their natural beauty and bringing them closer to achieving the best skin of their lives. Sothys offers a variety of products and services targeting a range of consumers – from the everyday skincare enthusiast to the more affluent consumer. Sothys allows accessibility to the world of luxury.

The beauty market is cyclical; driven by factors such as productivity, trends and lifestyle factors. Manufacturers and retailers are constantly challenged to maintain market share by staying on top of fads, changing tastes, and consumer desires for different choices. In today's hyper-competitive environment, luxury marketers that want to win must stay vigilant in tracking the shifts, turns, and changing preferences in their affluent consumer market.

### **BUSINESS CHALLENGE**

Although a staple in the luxury beauty market in Europe, at the inception of its PR campaign in 2007, Sothys was considered a new entity to media and American consumers. A primary



challenge was the lack of direct to consumer distributors in the U.S. Sothys products are only available at day spas throughout the country and limited online retail Web sites. In addition, Sothys approach to beauty and skin care maintenance was quite different from American skincare brands. French women have different expectations of their skin care products than women tend to in America. The French philosophy on beauty is simply to make looking great and aging well a part of their daily life. They take more time and invest more money in maintaining healthy skin where Americans spend more time and money on covering up flaws with cosmetics and surgery. French women see their skin care as an investment in herself and will buy more skin care products than makeup.

Americans see skin care more as a chore – a routine; however, the French see skin care as a beauty ritual. This has a lot to do with the clinical way American women view skin care, while French women often consider their time at the vanity as a pleasurable part of their day. They enjoy the smells and textures that make luxurious French skin care famous.

KMR's initial challenge was to differentiate the brand and diversify their consumer audience, while carving out unique, niche positions in the beauty market.

#### **KMR COMMUNICATIONS MEDIA STRATEGY**

- Utilize current news and trends to develop story angles; capitalize on timely news hooks, key events or emerging trends including seasonal and holiday focused gift guides; seasonal product round-ups; and commentary on trends
- Generate brand exposure and establish new and repeat customers in the affluent market
- 360° Media Relations: Use all forms of media including newspapers, magazines, broadcast, and Internet (Web sites, blogs, social media, etc) in local, regional and national markets
  - Industry trade publications were a key component of media outreach as these magazines are read by industry peers and potential retail customers; Sothys products are sold at day spas throughout the U.S.
- Spokesperson from the brand to comment on the skincare products industry, beauty trends and research and technological advancements in the skincare market
- Expand PR program to include CSR and events
  - Identify CSR opportunities that draw the right media attention
- Be true to the base while expanding relevance to additional audiences
- Leverage Sothys New York Spa for local media opportunities, on-location television segments, editor meetings and media events

#### **RESULTS**

- KMR maximized editorial exposure of Sothys amongst national, regional and local editorial communities resulting coverage in publications that best reflect the target audience.
- Maintained a consistent flow of media coverage that corresponds with the Sothys brand.
- Further promoted a positive image and consistent editorial coverage for Sothys that reflects upon the image of the brand and its position as both a mainstay and a trendsetter in the beauty market.



**Total Number of Media Placements from 2007 to 2010 - 397**

**Print: 137**

**Internet: 259**

**Sample Top Media Placements**

*Vogue, Allure, TIME Magazine, Bridal Guide, Lucky, More, Marie Claire, Shape, Body & Soul, Cosmopolitan, New Beauty, Time Out Chicago, Crain's New York Business, New York Post, In Touch Weekly, People Magazine, ELLE.com, SheKnows.com, Zink*

**Events, Media/Editor Appointments**

- Bridal market is a crucial target for Sothys. In 2007, Sothys partnered with designer Giovanni Ravello to unveil his Spring 2008 Bridal & Evening Couture Collection at L'Institut Sothys New York Spa. With high-profile sponsors such as Sylvia Weinstock, Sothys recognized the opportunity to work with Giovanni Ravello as a unique way to open the spa doors to a new audience. KMR leveraged this event to reach out to new media targets including bridal publications. In addition to inviting only top-tier national magazines, KMR forged relationships between the Sothys brand and high-profile media members.
- As a result of the successful collaboration in 2007, Sothys and Giovanni Ravello partnered again for a second time in 2008 to introduce the designer's Spring 2009 Bridal Collection.
- An important tactic for Sothys was to invite editors from national magazines to experience Sothys treatments first-hand at the New York Spa location. Referred to as editor appointments, these meetings are effective in creating the personal experience for editors that Sothys customers undergo.
  - Strategically, we schedule editor appointments and time it during a period when we know editors are working on specific/relevant issues that will be a good fit for Sothys (ie. schedule appointments in summer when editors are working on their fall and winter anti-aging issues)

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