

Elemis: Keeping a Leading British Skincare Brand Fresh & Focused

Challenge

Elemis is now one of the UK's leading beauty brands with a turnover of £75m and a presence in 53 countries, selling through spa/salons, retail, online and TV shopping, including QVC. In 2014 the brand won the coveted Best British Brand at the CEW Awards.

But the demand for business growth and product innovation constantly requires balancing with the all important integrity & equity of the Elemis brand.



Thinking

MR TAYLOR'S BRAND EMPORIUM has worked with the management team of Sean Harrington, Noella Gabriele and Oriele Frank on several occasions over the past 4 years.

Each time the role has been to provide *brand counsel* on key commercial decisions facing the business.

On each occasion, our advice has been instrumental in making the right decisions on behalf of business & brand long-term.

In 2014 the Emporium was retained to provide an overview on the core health & direction of this valuable, global brand in a key year of its development:

- New marketing department structure and direction
- Design & build of the new, flagship Elemis Day Spa by Imagination Group
- New global packaging design work by Turner Duckworth

Impact

'I don't believe in consultants. But Mark added huge value to the Elemis business. He has deep expertise on brands and infectious energy, with no consultantese. He is also easy and fun to work with. I'd work with him again because he gets results.'

Sean Harrington, MD.

Key services delivered

Brand DirectionShip, brand audit, brand definition, creative development.