

L'Occitane en Provence Success and Strategy



What are the secrets of L'Occitane en Provence success?

Loccitane group offers high quality and premium beauty products and authentic fragrances. It is a 5 brands family of natural products: Loccitane en Provence, Loccitane en Brésil, Melvita, Le Couvent des Minimes and Erborian.

Melvita offers honey based products as well as a huge range of natural products for the whole family. Besides, Le Couvent des Minimes offers a complete range of natural care recipes. Loccitane en Provence uses more than 200 natural ingredients.

Thus, one must notice that one of Loccitane en Provence key point in its strategy is to bring "provenance" in its products through numerous authentic fragrances. Added to that, it has 5 brands which suits different needs. Besides, and still in this natural products and green perspective, Loccitane en Provence has never tested its products on animals and develops most of its products with the ECOCERT label. Its cosmetics are chemicals free as well as chemical preservatives free. As a consequence, by developing natural fragrances, Loccitane en Provence limits its environmental impact by developing eco-refilling with environmental friendly plastic. Bringing provenance in its products is not the only key factor leading to the success of Loccitane even if it is the number one feature the consumers are looking for.

Furthermore, Loccitane en Provence quickly understood that growing and emerging markets are key to success. In fact, it expanded itself internationally through four key markets: the United States, Russia, Hong-Kong and China. For instance, Loccitane has 186 shops in the United States and it intends to bring this figure to 400. In addition to that, 49% of Loccitane activity is based in China. And it is a huge figure!

Being internationally developed could be not enough for a brand and this, Loccitane clearly got it from the beginning. The natural cosmetics brand put the customer experience as well as the digital marketing at the heart of its strategy to gain more and more customers all over the world. In 2014, Loccitane won the Qualiweb/Strategies trophy dedicated to the quality of the on-line customer relationship. Among 350 brands websites and 18 industries, Loccitane was the only brand to answer to the 7 mysterious e-mails: four information request, a complaint, a technical problem on the website and an expression of sympathy. Loccitane en Provence is a beautiful example of image coherence in the multi-channel customer relationship. One must observe a big homogeneity between the answers by e-mail or via Facebook and a particularly warm tone which one finds in the graphic standard. This quality of service finds itself in figures because the brand counts a lot of followers on Twitter.

As a consequence, Loccitane en Provence knew how to adapt itself to different markets while creating customer loyalty through social media and sensorial marketing at the store.

Loccitane Price/Pricing Strategy:

Below is the pricing strategy in Loccitane marketing strategy:

Loccitane has premium pricing with it being sold with the upper-middle-class and upper-class women as its target audiences.

It also gives occasional seasonal discounts with festive offers and sale on special occasions. Since it is a differentiated brand and because the beauty segment usually has loyal customers, it doesn't follow a competitive pricing model. Its products in India are ranged from \$10 for a 12ml lip balm to some products also well over \$200. Loccitane has a wide range of products and hence has products in different ranges with each segment priced differently.

Loccitane Place & Distribution Strategy:

Following is the distribution strategy in the Loccitane marketing mix:

Loccitane has over 3100 stores globally and with over 8300 employees all over the world, it is an established name in the natural luxury skincare, beauty and home products. It has a robust supply chain network with a fleet of exclusive distributors. Its USP is its efficient manufacturing setup with extracting raw materials, using innovative formulas, mixing of ingredients and deriving the final products done in the factory in a smooth and operations-centric approach. Its manufacturing factory has a special focus on reducing environmental impact and for sustainable development. Its manufacturing setup is location-based and is based out of France and is specialised to produce products with local special ingredients. Loccitane has a long-term partnership with local suppliers where it not only supplies them the products but also takes special care in explaining the products specifications and the special features. It focuses on small but integrated networks of suppliers to be able to better manage and trace their ingredients and subsequently its products. Loccitane procures its raw materials from local players thereby supporting the local suppliers and building a relationship on trust and sustainability.

Loccitane Promotion & Advertising Strategy:

The promotional and advertising strategy in the Loccitane marketing strategy is as follows:

Loccitane focuses on a wide range of media coverage. A clever mobile-marketing strategy is being implemented by Loccitane. It worked in tandem with advertising and digital marketers Threepipe. Uses technology cleverly to promote its brand. Used technology based proximity/location targeting for stores with higher footfall in the UK and other places in order to drive brand engagement and customer interaction programmes. This strategy showed great results with more than 7% increase in footfall sales. Uses brand awareness drives and customer engagement programmes. Uses digital advertisements more than the traditional ads. Uses mobile-based ads which are in-app and customised for customers. Offers promotional discounts and offers in festive seasons. Uses different media for promotion including print and mostly digital media. Hence this completes the marketing mix of Loccitane.

The Provence-based skin care brand is focusing on four key values shared by its customers: Supporting Producers, Empowering Women, Reducing Waste and Respecting Biodiversity

Loccitane, the French natural beauty brand, is showing its true colours with the launch of its latest campaign, designed to demonstrate the brand's core values of sustainability and empowerment.

For its #IChooseLoccitane video clip, the Provence-based brand has enlisted a diverse cast of men and women to represent four of its key commitments: Supporting Producers, Empowering Women, Reducing Waste and Respecting Biodiversity.

Said to be inclusive and reflective of modern Britain, the clip sees the consumers reveal their reasons for choosing the brand amid a yellow backdrop, which Loccitane chose to represent the sunshine of Provence as well as its positive associations with activating memory, encouraging communication, building confidence and stimulating the nervous system, according to the brand.

They include Loccitane customer Bay, an activist for the Project Earth campaign who helped get charity Oxfam into luxury department store Selfridges, who shares how she was inspired by Loccitane's relationship with its producers and recycling initiatives.

She commented: "Loccitane are humble... they know their producers by name with committed long term relationships, so the land, the people, the plants and the ecosystems all flourish."

Meanwhile, surfer Jon Paul and artist Ameera also praise the brand's commitment to recycling, representing the principle of reducing waste.

Loccitane has offered Eco-Refills of products in its stores since 2008, helping to reduce waste by 97%, according to Ameera, who also created the illustrations seen in the video to bring the brand's principles to life.

Giving back to the planet

The clip also features 'biodiversity enthusiast' Evon, who has worked for "years" to raise awareness about the importance of biodiversity and looking after our planet.

She highlights Loccitane's origins in a 'biodiversity hotspot' in the Mediterranean basin, and its efforts in saving a thousand plant species as well as planting "thousands of trees in the UK and counting".

Finally, there is Jay Jay, a women's empowerment activist who describes herself as "super pro-black, super proud African [and] super feminist".

Applauding Loccitane's efforts in supporting the women who harvest the shea butter used in its skin care products, she noted: "By committing to female producers in Burkina Faso, in the last 15 years they have gone from employing 12 women to over 10,000 on Fairtrade agreements."

The campaign is Loccitane's latest effort to build brand awareness, following on from its 'How do you say Loccitane?' clip last year, which saw it team up with radio personality Nick Grimshaw and former *Great British Bake Off* contestant Mamon Lagrève to teach viewers how to correctly pronounce the brand's name ("Lox-ee-tan").

What are the best selling Loccitane skincare products?

Loccitane has a pretty impressive variety of skincare products to choose from. For example, the brand has facial skin care products such as makeup removers, cleansers, mists, eye care, exfoliators, serums, and more. Loccitane is also well known for their bath and body care products, like French traditional soaps, shower oils, body scrubs, deodorants, foot care, and more. And let's not forget about the Loccitane hand care products, baby care products, and fragrances! In this review, we're going to focus on three of the best selling Loccitane skincare products.

Loccitane Shea Butter Hand Cream

The best selling Loccitane skincare product is the Shea Butter Hand Cream. In fact, L'Occitane hand creams are sold every two seconds around the world! The Shea Butter Hand Cream is a creamy balm that includes 20% organic shea butter. It penetrates the skin quickly to protect, nourish, and moisturize hands.

L'Occitane Almond Shower Oil

When in contact with water, L'Occitane Almond Shower Oil transforms into a sheer, milky lotion that gently cleanses the body while simultaneously moisturizing skin. This L'Occitane shower oil is suitable for normal to dry skin.

L'Occitane Immortelle Overnight Reset Oil-in-Serum

L'Occitane Immortelle Overnight Reset Oil-in-Serum is formulated for all ages and skin types, and is said to help smooth fine lines and promote youthful radiance. In fact, Immortelle Overnight Reset Oil-in-Serum is claimed to "reset your skin in just one night".

What are the key L'Occitane skincare ingredients?

In order to know if the brand's product claims hold true, we must evaluate the key ingredients used in L'Occitane skincare products. Let's start with the L'Occitane Shea Butter Hand Cream.

As the name implies, L'Occitane Shea Butter Hand Cream features shea butter as the key ingredient. Shea butter is a fat extracted from the nuts of the shea tree, which is native to Africa. The rich supply of triglycerides and fatty acids in shea butter help to replenish the skin's natural barrier function. Since shea butter melts at body temperature, it is able to coat the skin and form an occlusive film. This film helps to prevent evaporation of the skin's natural moisture and increases skin hydration by causing buildup of water in the stratum corneum (the uppermost layer of skin). Other beneficial ingredients in L'Occitane Shea Butter Hand Cream include linseed extract, honey, sweet almond fruit extract, and coconut oil.

The key ingredients in L'Occitane Almond Shower Oil include sweet almond oil and grape seed oil. The healthy fats in sweet almond oil help to maintain skin hydration by keeping the skin barrier intact. Sweet almond oil is also rich in vitamin E, which provides antioxidant protection and helps to reduce transepidermal water loss. Grape seed oil is lightweight, stable, and moisturizing. It has a high affinity with the structure of skin cells, and therefore is absorbed easily without leaving a greasy feeling behind.

L'Occitane Immortelle Overnight Reset Oil-in-Serum includes the brand's patented organic Immortelle essential oil, also known as *Helichrysum italicum* flower oil, which has antioxidant and anti-aging properties. Immortelle essential oil targets the loss of firmness and elasticity of the skin, and also provides protection against environmental aggressors. Other beneficial ingredients in the L'Occitane Immortelle Overnight Reset Oil-in-Serum include meadowfoam seed oil, acmella oleracea extract, and marjoram extract.

One thing to note about L'Occitane skincare products is that they all contain fragrance, some more heavily fragranced than others. For example, the L'Occitane Almond Shower Oil contains more fragrance than almond oil! We understand that consumers appreciate when products smell pleasant, but we'd like to point out that fragrance is not skin care. Fragrance ingredients (both natural and synthetic) are well known to cause skin sensitization, irritation, and damage.. Even if you don't have a full blown reaction to the fragrance ingredients, the damage may still be occurring every day. Ultimately, this can cause mild problems for your skin in the short term and worse problems in the long term

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#loccitane #L'occitane #skincare #products #natural #strategy #customer #consumers

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