

SHISEIDO strategy for Travel Retail Business in Japan

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President, THE GINZA Co., Ltd
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The SHISEIDO logo is displayed in white on a red background. It features a stylized, flowing 'S' character on the left, followed by the letters 'HISEIDO' in a bold, uppercase, sans-serif font.

**To be a global winner
with our heritage.**

A view of the Earth from space, showing the blue and white horizon of the planet. A bright sun is rising over the horizon, creating a lens flare effect with rays of light extending across the sky. The background is a deep blue space filled with numerous small white stars.

“We inspire a life of beauty and culture.”

Broad transfer of authority:

6 regional headquarters worldwide
for consumer-oriented activities

EMEA

China

Japan

**Asia
Pacific**

Americas

**Travel
Retail**

THE GINZA is fully in charge of TR in Japan.

Travel Retail market

Japan

Asia

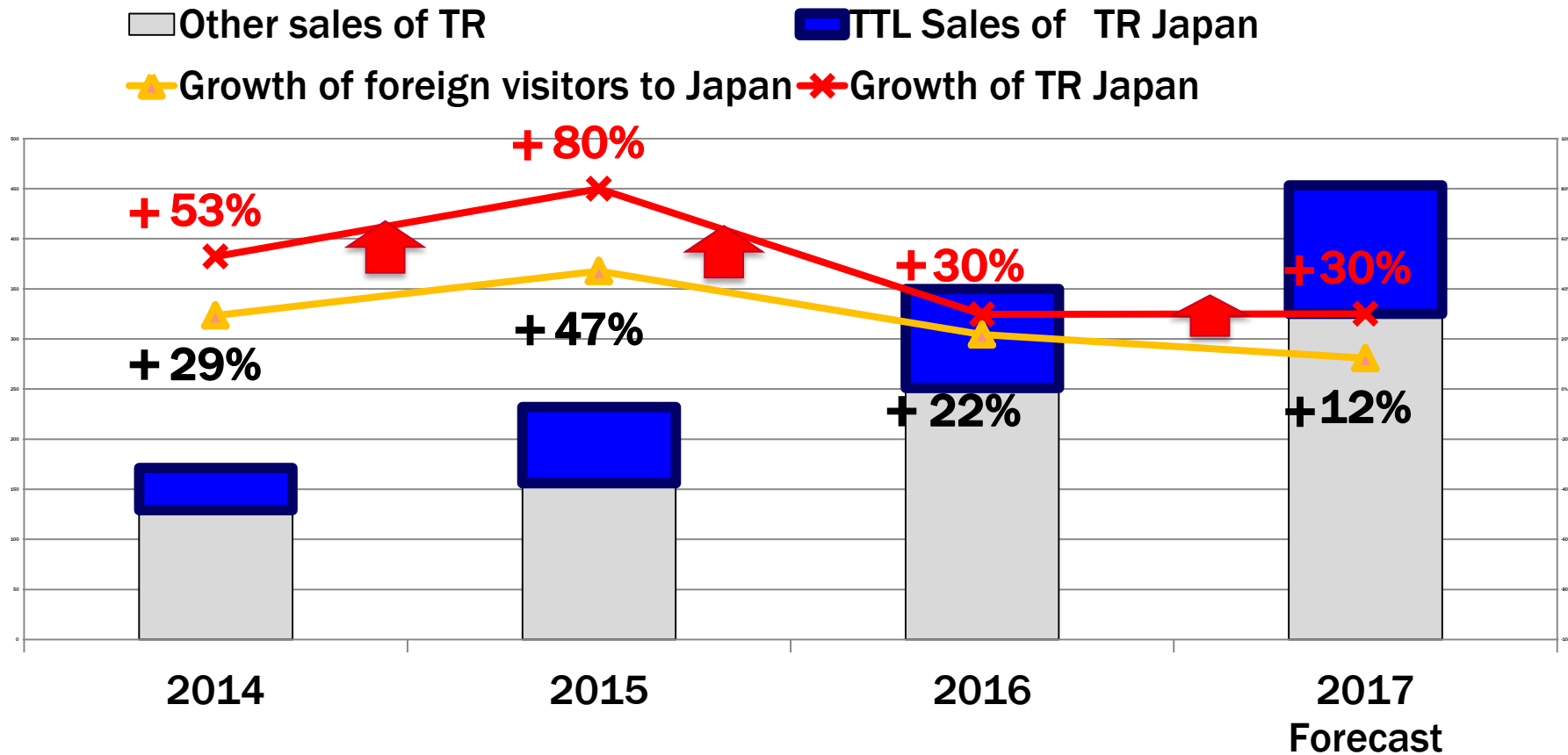
Americas

EMEA

For JAPAN TR
Nobuo NABIKA
President of THE GINZA

For GLOBAL TR
Philippe Lesne
President of SHISEIDO Travel Retail

Growth of TR business



“Why do foreign visitors purchase cosmetics in Japan?”

Top 4 answers of reasons of purchasing cosmetics in Japan

No,1

High quality

No,2

Affordable price

No,3

Made in Japan

No,4

My favorite Brands

We are as one.
“ONE ASIA” strategy
Correspond to needs of foreign visitors to Japan
“Think Global, Act Local”

Keys for sustainable growth ⇒ “Be distinctive”
–Differential advantage from competitors
–The one and only experience in Japan

**I . Work with
Global Travel Retail**

Promotions

TRAVEL
EXCLUSIVE
Products

**II . THE GINZA
own focus**

Beauty
Consultants
(BCs)

Brand
Strategy

Promotion

Sales promotion at the special booth

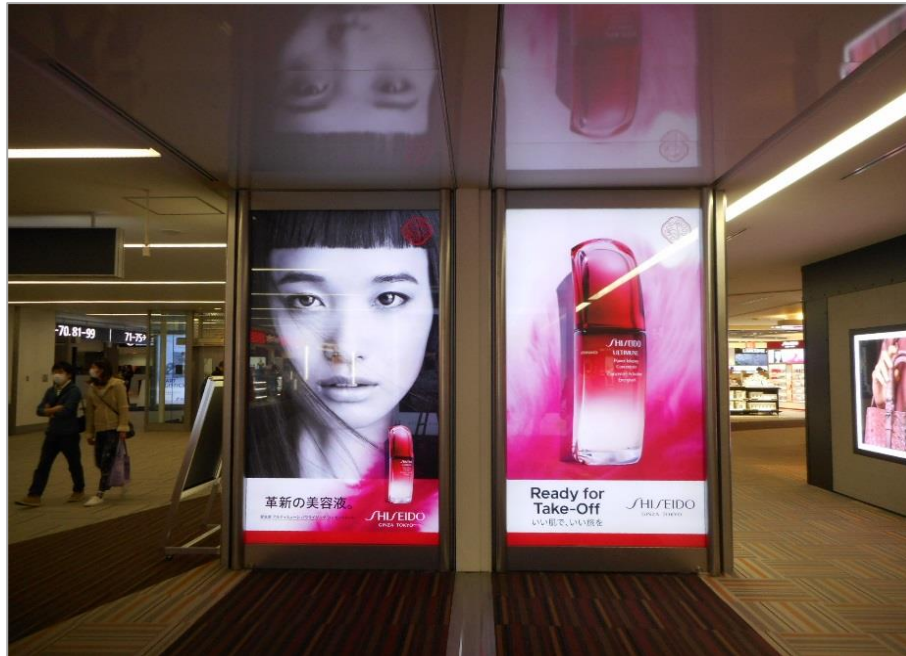
Narita Airport Terminal 1



Promotion

Advertising promotion with the same visibility of GTR

Narita Airport Terminal 2



Naha Airport international terminal



TRAVEL
EXCLUSIVE
KITS

Travel Exclusive kits for Duty Free



《kits》



《at shelf》

**Beauty
Consultants**

Correspond to customers with high demand

<Consumers' shopping THEN and NOW>

【THEN】

“Just for souvenir” or “bulk buying” in Japan

【NOW】

“For my own beauty!”

“For making myself to be more attractive!”

Maximize consumer satisfaction through high-standard consultation

Counter activities

Analyze
current skin condition by
Handy Skin Sensor

Touch up
-Skincare
-Point make up

Choose products
and
Make an advice plan

Sell
products

Training programs

BC

Basic skills

technical skills

Product knowledge

Training for the employees of our trade partners

Basic Training Programs	Before and after trainings of the BC exams	seminars
<p>basic skills</p> <p>New BC training • Basic knowledge and skills • Learning hospitality as Shiseido BC</p> <p>After a half-year BC training • self-involvement as Shiseido BC</p> <p>After one year BC training • increase self-motivation</p> <p>After 3 year BC training • enhance range of skills</p>	<p>Technical skills</p> <p>Before training to pass 1st grade-exam • establish skills</p> <p>Follow-up training after the exams • improve skills</p>	<p>Regular seminars (6times/year) • Product knowledge • consulting skills • technical skills</p> <p>Special seminar (1 training camp/year) • Technical skill-up • consulting skill-up</p>



Skill-up training to raise the professional experts

- **Review 'my counter activities'**
BCs try to view from the customers' perspective
(1/year)
 - **Collect 'voices of consumers'**
reported by 200 BCs through their work (1/month)
- ⇒ close to consumer feelings to
fulfill their satisfaction

II. THE GINZA own focus

Brand Strategy

Global
Brands

clé de peau
BEAUTÉ



SHISEIDO
GINZA TOKYO



Japan
Exclusive
Brand

Prestigious skincare brand "THE GINZA"

すべてを叶えながら、無垢。

ザ・ギンザ コスメティックス

肌と、呼びあうようにびたんと。
すべてを感知するスキンケア。

ザ・ギンザの世界 >>



Japan Exclusive Skincare brand **“THE GINZA” by SHISEIDO**

“Perfect resonance with the skin”

challenging the skin’s possibilities. Focus on the close relationship among the skin’s physiology, sensitivity and user satisfaction.

The ultimate quality and moisture emanating from GINZA, where trends continue to be set.

Skincare 12 SKU, Cotton 2 SKU

-available at 24 TR Japan, 2 captive store and Online



Segment

Japan visitors who are in upper class or the rise of new middle class in Asia

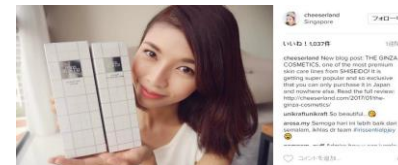
- Magazines and guidebooks for upper class of Japan visitors
- SNS for Japan trends



PR from Asia

Diffusion reviews

- Collaborations with influencers in Asia (SNS followers ;2~50 million people)



- Seasonal Promotion (with Limited edition)



Promotions

Samplings and events

- Inflight amenity kit for first class and upper Japanese traditional Ryokans
- Special events to meet High Net Worth Individuals



“THE GINZA BEAUTY GATEWAY 2020”

In order to increase SHISEIDO fans,
we create **“Cutting-edge value”** and
provide **“Unforgettable experience”** ,
for coming 2020.



**In a multi-cultural environment,
we always try new challenges for
growing consumer demand by win-win
relationship with our partners.**

A close-up photograph of two hands shaking over a document, symbolizing a partnership or agreement. The hands are positioned in the center of the frame, with the fingers interlocking. The background is blurred, showing what appears to be a computer monitor and other office equipment, suggesting a business setting. The lighting is warm and focused on the hands.

SHISEIDO