

CASE STUDY

Weleda reconnects consumers with nature



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As a brand, Weleda wants to reconnect people with nature and celebrate that we too are nature. Those values have never been as relevant to consumers as in today's world where we are most of the time disconnected from nature.”

AN DRIESSENS,
Weleda's Global Head of Marketing

Weleda began in 1921 at a time when consumers were disconnecting from nature due to growing industrialisation, large-scale farming, and the development of 'modern medicine' with experimental drug treatments and medical technology. Nearly a hundred years on, our virtual world and digital existence means we are disconnecting further from nature's rhythms of night and day, whilst indoor living and supermarket shopping further disconnects us from the seasons.

Weleda's latest creation, YOU ARE NATURE, is the company's first ever global brand campaign. Designed to work across multiple channels, it celebrates the amazing link between nature and mankind, encouraging consumers to reconnect with nature, and find their natural match within Weleda's range of natural and organic skincare products.

Emerging generations of consumers are no longer being passive. Instead, they are trying to escape from standardisation, whilst seeking a sense of

Weleda currently manages the largest medicinal plant gardens in Europe, which are home to over 1,000 different plant species, 50 different types of birds, and over 30 species of wild bees.

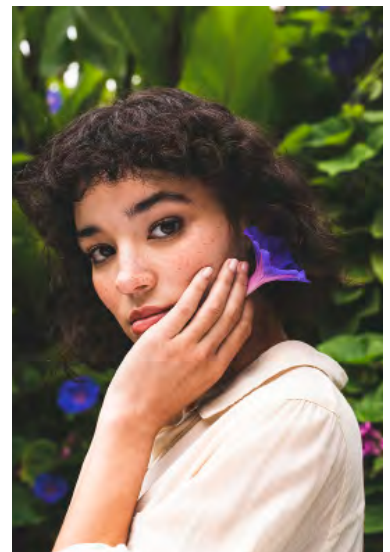


belonging through feeling recognised in the products they love. Brands are now being challenged to increase awareness by embracing diversity and adopting customer-centric strategies that make them feel they matter. As a brand that operates in more than 50 countries, Weleda understands the need to deliver a global campaign that equally represents its range of customers in order to truly connect and engage with them through the brand's story.

Over the past century Weleda has positioned itself as a company with an extraordinary brand perception and customer loyalty. To ensure a sustainable future for both people and planet, Weleda is taking storytelling to the next level to strengthen and advance its position through a new communications campaign designed to appeal to a fresh audience.

This campaign presented a great opportunity for Weleda to demonstrate that it understands the demands of its consumers and that despite having been around for nearly a century, the brand's sense of purpose and core values remain more relevant than ever before. However, it also meant embracing cultural diversity for a global audience by understanding and representing what beauty means for all of them in order to preserve the brand's identity - one that everyone can recognise, assimilate, and trust.

Weleda designed YOU ARE NATURE with inclusivity and authenticity as the two guiding principles of the campaign. The beauty brand reminds us of how closely connected we are with nature using very



clean and understandable analogies and beautiful images, making the conscious decision to embrace an aesthetic as natural as possible, using diverse and international models, limiting the use of makeup, and actively avoiding any retouching of the imagery.

YOU ARE NATURE will launch in the UK in January 2020. Its initial release in Autumn 2019 has attracted excellent engagement across eight territories, particularly amongst millennials. The second phase of the campaign will see YOU ARE NATURE expand to television, outdoor advertising, in store at point of sale, and at European trade and consumer shows such as Vivaness in Nuremberg in February and Natural & Organic Products Europe in London in April.

At Weleda, the preservation of biodiversity and the human connection with the natural world go hand in hand. Approaching planet and people holistically enables Weleda to tell a consistent story and for the company to position itself as a brand which consumers can relate to and trust.

#YOUARENATURE

Weleda has created a Sustainability Programme around seven integrated areas of action, linking social, ecological and economic goals, with Weleda's vision and purpose at their core. These seven guiding principles are the cornerstone of Weleda's identity, and the resulting actions will forge a path for others to follow.

