

# Simple Skincare

CASE STUDY



**rocktime**



Unilever

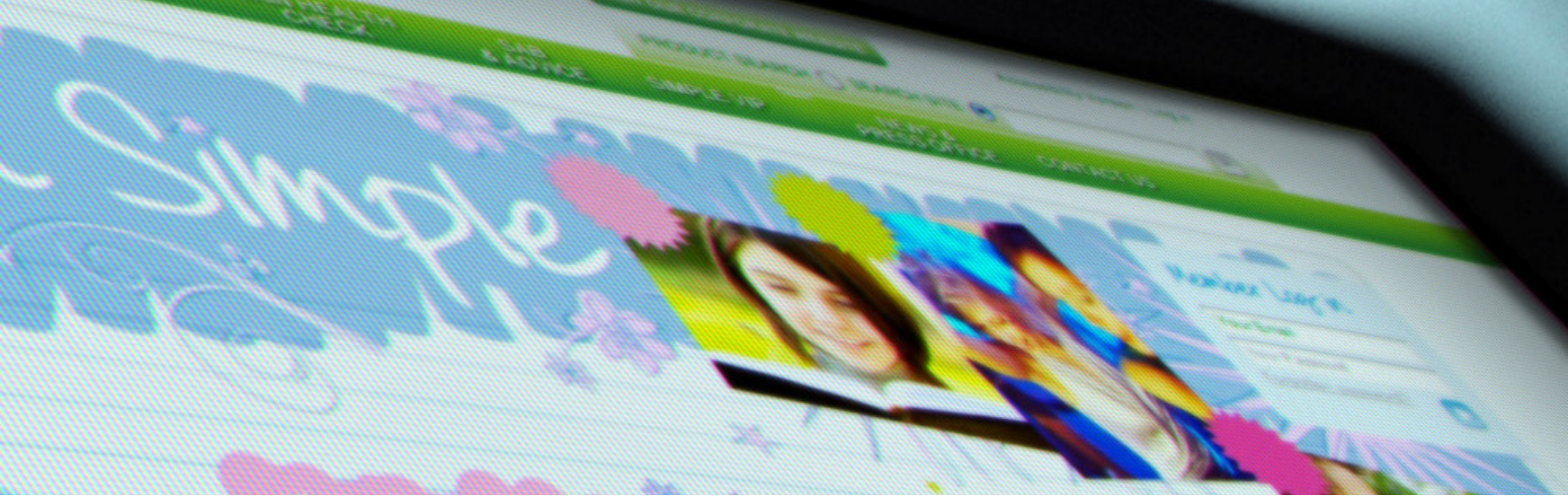


The Simple Skincare brand is over 50 years old and was launched as an alternative to high street brands with its perfume and colour free soap, recommended by doctors for sensitive skin. Following this the brand successfully launched its famous cleanse, tone and moisturise regime. Simple Skincare is the UK's no.1 facial Skincare brand.

Simple Skincare commissioned Ideology (Brand Consultants) and Rocktime to help reposition the brand online. As part of this exercise their web presence was consolidated from a number of desperate sites into a single one with a clear message and purpose.

## The Challenge

To provide an innovative e-strategy to support Simple's ambitious growth plans for becoming the UK's No.1 facial skincare product by volume.



## The Solution

Originally the brand's presence on the web was fragmented across 3 websites each fulfilling a different function. By centralising their online proposition and helping to redefine their values with their online customers the brand was able to interact with their customer base and develop a relationship through the creation of a number of innovative campaigns.

The UK site features the greatest level of functionality from a product catalogue with part e-commerce functionality (so as not to compete entirely with high street retailers), Member VIP area, Skin Health Check complex questionnaire and reporting system and various content sections.

Over the last 2 years from being bought by Unilever a US presence and subsequently Canadian in both English and French has been rolled out.

The sites integrate with a number of 3rd party systems from order fulfilment through to user/ email and analytic tracking.

### Activities included:

- Rocktime's Content Management System - Logic CMS
- Rocktime's E-commerce Platform Source
- Expansion Programme for multi-lingual site versions
- Domain Positioning across different territories
- Content Mapping
- Mobile Site Development
- Search Engine Optimisation
- Social Media Channel creation
- Social Media Strategy Understanding and engaging with the evolving influencers

### Activities included:

- Search for a Simple Star Integration with 3rd party systems
- Rocktim's Load Balanced Web Server Hosting
- Warranty Support Services



Marketing Websites



Bespoke Web Application  
& Software



Ecommerce Platforms



Digital Marketing



## Success

The brand succeeding in generating phenomenal growth. When Simple commissioned the projects they were the 4th largest skincare brand in the UK. Simple Skincare has overtaken Nivea and l'Oreal to become the No.2 skincare brand by value and the No.1 brand by units in the UK. Simple has grown consumer penetration by 46% over the same period and now has the highest consumer loyalty in the category (thanks in part to the innovative brand ambassador programme).

Since our involvement the following has been achieved:

- 500,000 teen database
- 80,000 active brand ambassadors
- 600% increase in unique visits
- 40,000 skin health check users

## Get in touch

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