Effectively target different consumer types

New formulation concept for hair conditioner using consumer research-based approach

- Exclusive study data and a validated typology system allow insight into the emotional and functional needs of six consumer archetypes
- BASF offers exceptional conditioning solutions for targeting different personality profiles

Hamburg, Germany, April 1, 2014 – Market empathy and science excellence are the pillars of BASF’s Personal Care business. The company has now implemented a new approach to even better connect both strengths with one another: a validated typology system using consumer research that allows users to characterize different consumer personalities and their emotional and functional needs. “We can help our customers create brand and product experiences that meet the needs of consumers based on the typology system,” said Thomas Schröder, responsible for BASF Personal Care Europe Business Management.

For the first time, BASF has rigorously pursued this consumer-oriented approach using science-based methods for hair conditioning: A new formulation concept utilizes the personality characteristics of various consumer archetypes and their emotional needs and translates these needs into innovative conditioning products. “Using our hair conditioning concept, we can offer our customers amazing new formulation suggestions as well as recommend the appropriate dosage forms and packaging which they can use to meet the emotional and functional needs of
consumers,” said Sybille Cornelsen, responsible for marketing in the Shampoo and Conditioning segment within BASF’s Personal Care Europe.

**Defining consumer archetypes**

The new hair conditioning concept is based on a study BASF conducted with TNS Infratest, a well-known institute for market and opinion research. In doing so, consumers 18 to 65 years of age were assigned to one of six consumer archetypes based on their intrinsic motivations and using a validated typology system. Their descriptions – “Energetic”, “Perfect”, “Professional”, “Protected”, “Authentic” and “Creative” – predominantly represent the emotional needs that characterize the respective archetypes.

**Innovative and needs-oriented products**

For example, the archetype “Perfect” which strives for perfection and success desires a specific hair shine and protection from the elements as well as a brand image associated with luxury. The Powerful Gloss Enhancer-Conditioner which combines intense shine with a sophisticated sensory profile is one of formulation options in BASF’s portfolio that specifically meets the needs of this archetype.

In contrast, the vivacious “Creative” archetype places special emphasis on quick results and simple hairstyling after use. This archetype is particularly enthusiastic about eccentric brands. Color Kick, a leave-on color conditioner, is applied with a mascara brush. Color accents can be applied depending on your mood.

“We offer our customers something new with our hair conditioning concept: They have the ability to target different consumer personalities with extraordinary conditioning systems,” said Bettina Jackwerth, responsible for marketing of Hair and Oral Care Products at BASF’s Personal Care Europe. “We look forward to developing personalized solutions for hair conditioning based on this concept together with our clients that enable new positioning in the market and meet the needs of consumers.”
About BASF’s Care Chemicals

BASF Care Chemicals division offers a broad range of ingredients for hygiene, personal care, home care, industrial & institutional cleaning, and technical applications. We are the global leading supplier for the cosmetics industry, as well as the detergents and cleaners industry and support our customers with innovative and sustainable products, solutions and concepts. The division’s high-performance product portfolio includes surfactants, emulsifiers, polymers, emollients, chelating agents, cosmetic active ingredients, pigments and UV filters. Superabsorbent polymers developed for the full spectrum of hygiene applications complete the range. We have production and development sites in all regions and are expanding our presence in emerging markets. We are where our customers need us around the world.

About BASF

BASF is the world’s leading chemical company: The Chemical Company. Its portfolio ranges from chemicals, plastics, performance products and crop protection products to oil and gas. We combine economic success with environmental protection and social responsibility. Through science and innovation, we enable our customers in nearly every industry to meet the current and future needs of society. Our products and solutions contribute to conserving resources, ensuring nutrition and improving quality of life. We have summed up this contribution in our corporate purpose: We create chemistry for a sustainable future. BASF had sales of about €74 billion in 2013 and over 112,000 employees as of the end of the year. BASF shares are traded on the stock exchanges in Frankfurt (BAS), London (BFA) and Zurich (AN). Further information on BASF is available on the Internet at www.basf.com.