

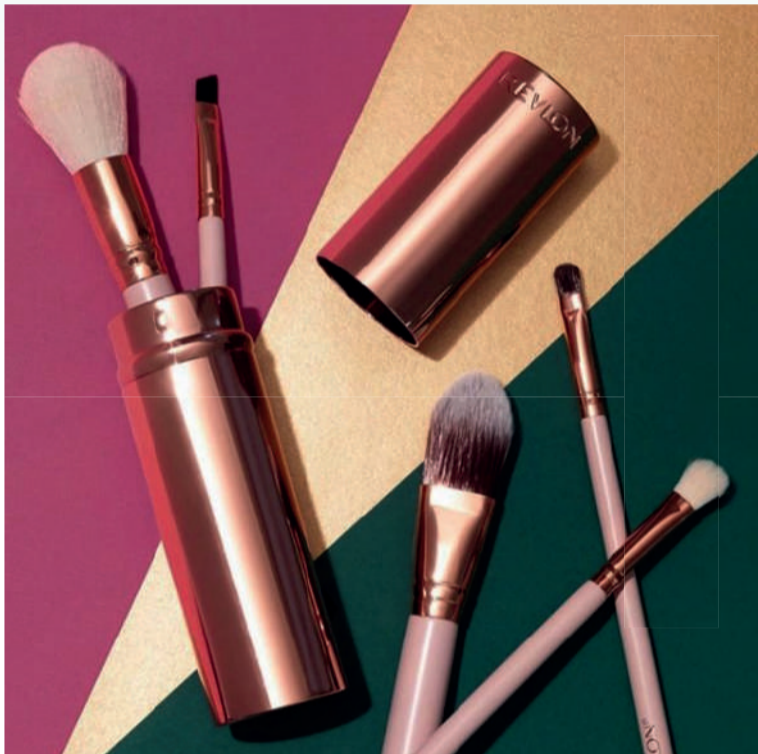
CASE STUDY

KEEPME
LIFESTYLE
EST. 2004

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Case study. Make-up Brushes (travel set)

KeepMe Lifestyle was approached by a new customer through recommendation. The client is an American-based multinational cosmetics, skin care, fragrance, and personal care company who asked for our help with a Christmas GWP project, travel size make up brushes.



Challenges

There was a budget for the product and many different elements they wanted to include. As we were dealing with a very high-end company, every single aspect of the product had to be approved by multiple members of their team. From pantone colours, size, width of the brush heads, the list was endless! There were constant meetings and calls and the approval process put a lot of pressure on the lead time. We had a deadline to meet as these were to be in store in time for Christmas.

They requested many changes for example the first sample brushes we produced were matched to another brush with a similar colour. The match was perfect however it was decided it was not the colour for them which meant a whole new round of sampling. The second set of samples, they decided they wanted to change the length of the brushes and the width of the brush heads to ensure the brushes fit into tins. We also had to supply many sample tins with different options of branding. A paper sleeve was also required to go on the outside of the tin so that customers in store knew what to expect inside. We supplied all different samples with different branding methods and paper thickness. The deadline was drawing closer and the pressure was on but we kept the relationship strong with the client and worked together to achieve the goal.

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Solution

We worked closely with the production team to help give the customer sound advice on which options would work best to fit within the required budget. For the tins, we eventually persuaded them to agree on the fastest and safest method, a logo included in the mould rather than engraving. For the paper sleeves we tested each option to see which would work best, presented our findings to which the customer agreed and approved. For the brushes we introduced a mesh cover to tighten the brush hairs and allow the brushes to fit inside the tin comfortably.

After many samples and comments back and forth, we finally had a fully approved product and we could move onto mass production. We also run a transit test to ensure the product would not be damaged when travelling to the UK. This passed first time which meant we were 100% confident in what we had produced.

It took a lot of hard work and determination but with the help from our production team and the cooperation of the client, we were on the road to success!



Result

The client was extremely happy with the final product, we had met all their needs and showed we were willing to go the extra mile to complete the full service project to the clients satisfaction. The product came within budget and met all of their standards. The final product was delivered to the clients distribution centre and made it on time to Boots stores across the UK in time for Christmas.

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