

Eskinol



For over 60 years, Eskinol has been a popular beauty and facial care brand in the Philippines.

discover

The issue – The challenge was to establish Eskinol as a ‘total female facial care expert’ for 30 to 50 year old women looking for a cost-effective anti-ageing solution. With the evolution of the market and a growing demand for products incorporating the latest skincare innovations, Eskinol needed to evolve a product range to include moisturisers, facial wash and anti-ageing treatments.

develop

Our solution – We developed a classic yet simple solution to enhance the brand’s premium qualities and aspirational appeal. Eskinol Ageless and its straightforward approach to anti-ageing is aimed at women who are knowledgeable about their beauty needs. The new designs of the entire line were applied to the brand’s range of facial care products, and extended across multiple packaging formats.

deliver

Sustainable impact – The new product range was launched in April 2010 and immediately transformed consumers’ appreciation of the Eskinol brand, increasing market share and visibility. It demonstrated the value of clear and honest communication to a knowledgeable and interested audience.

