



# Laboratoire Ducastel: Simultaneous Shipment

## Case study

*Alès Groupe is an international company with several areas of specialization, including cosmetics (LIERAC), hair care (PHYTO and DUCASTEL), luxury perfumes (CARON), and ethnic beauty products (PHYTOSPECIFIC). Its R&D division is focused on innovation.*

*Laboratoire DUCASTEL is no stranger to stylists—it has been innovating in the salon space and creating professional hair products for over 60 years. The company specializes in products for hair coloring, styling, and care.*



### Positive Outcomes

- Simultaneous product launches on 120 target markets.
- Consistent corporate identity.

### THE CHALLENGE

Laboratoire Ducastel sells several hair care ranges to an international network of professional stylists. After conducting significant market research, the brand releases new products and care techniques annually. Its products are sold in over 120 countries and marketed in more than 20 languages.

The challenge was to create simultaneous product launch campaigns for all Laboratoire Ducastel countries—and in all Laboratoire Ducastel languages. These product launches require product inserts, packaging, ingredient lists, presentations, sales pitches, POS advertising materials, leaflets, etc.

Some of these are technical in nature, while others require marketing skills— but they are all closely scrutinized by Laboratoire Ducastel's distributor network.

### THE SOLUTION

Once the contract was concluded, Lexcelera gave the Laboratoire Ducastel editors two marketing texts per language for them to select the copywriters best suited to their needs. The copywriters were connected to one another so that they formed a communicative team focused on client needs and project goals.

We then used the Ducastel editors' feedback to create style guides and glossaries of hairstyling terminology for each language.

Both are still in use five years later, evolving with the technical innovations of each new Ducastel product.

We also created a database of keywords, approved by Laboratoire Ducastel, to facilitate a consistent communications strategy over time and across product lines.

### THE RESULT

- Stable, client-focused project teams work together in a Ducastel community that enables the company to have consistent branding, whatever the language.
- We are exceptionally responsive and agile, particularly with regards to smaller tasks, which are generally delivered in under 24 hours.