

Brand & Marketing

IF YOU KNOW YOU KNOW - DOUGLAS Group launches first-ever brand campaign for DOUGLAS COLLECTION

- Campaign slogan #IYKYK (abbreviation for "IF YOU KNOW YOU KNOW") picks up on a current social media trend and creates talk value among a young target group
- International 360-degree campaign activation across all online and offline channels to raise awareness of brand concept and popular make-up products
- Corporate Brands are an important pillar of the Group's growth strategy "Let it Bloom"

Düsseldorf, 1 August, 2024 - The DOUGLAS Group, Europe's number one omnichannel destination for premium beauty, promotes its successful Corporate Brand DOUGLAS COLLECTION (NOCIBÉ COLLECTION in France) with a dedicated 360-degree brand campaign under the slogan "#IYKYK - IF YOU KNOW YOU KNOW" - the first-ever DOUGLAS & NOCIBÉ COLLECTION brand campaign. The campaign, which focuses on the brand's make-up range, will be launched on 1 August and activated internationally across all online and offline channels between August and September.

"Not only do we have strong, well-known premium beauty retail brands with DOUGLAS and NOCIBÉ, but also a comprehensive range of high-quality products and brands developed at and exclusively available at the DOUGLAS Group", says Anke Menkhorst, SVP Group Marketing at the DOUGLAS Group. "With its first-ever international omnichannel brand campaign, we want to increase awareness of our largest in-house brand, the DOUGLAS & NOCIBÉ COLLECTION."

Campaign concept based on consumer insights and picking up on a social media trend

The campaign's attention-grabbing slogan, the hashtag #IYKYK, picks up on a current social media trend and alludes to insider knowledge - in this case that the DOUGLAS & NOCIBÉ COLLECTION offers high-quality make-up products at an affordable price.

"With our DOUGLAS & NOCIBÉ COLLECTION, we aim to democratize premium cosmetics. We believe: Beauty is a right, not a privilege!", says Susanne Cornelius, CEO Corporate Brands at the DOUGLAS Group. "The idea for the campaign concept emerged from a consumer insight: Customers who have tried DOUGLAS & NOCIBÉ COLLECTION products once and know about their premium quality gladly come back for more - in other words: if you know, you know."

The campaign primarily targets young, social media-savvy consumers. Its aim is to raise awareness of the DOUGLAS & NOCIBÉ COLLECTION brand concept and make-up products and to expand the target group by creating talk value.

Strong focus on beauty expertise and personal advice in DOUGLAS and NOCIBÉ stores

The campaign focuses on the DOUGLAS & NOCIBÉ COLLECTION make-up bestsellers and customers' product favorites as well as the beauty expertise of around 15,000 Beauty Advisors in the DOUGLAS and NOCIBÉ stores across Europe. Highlighted products include the Skin Augmenting Hydra Powder and the Lash Curve Mascara as bestsellers, and the Lovely Lip Oil as a novelty. They

all feature high-quality formulas, exceptional textures, and sophisticated effects at an affordable price.

Free DOUGLAS & NOCIBÉ COLLECTION make-up touch-ups will be offered in all DOUGLAS and NOCIBÉ stores during the campaign period (varies by country) so that customers can try and experience the products themselves. The promotion underlines DOUGLAS' and NOCIBÉ's premium brand positioning with a strong focus on beauty expertise, inspiration, and personal advice.

Target group-oriented omnichannel activation

In line with the DOUGLAS Group's omnichannel model, the campaign will be activated internationally across all online and offline channels for a consistent brand experience at all touchpoints. Special focus is placed on target group-oriented social media and influencer activations with educational and interactive content formats as well as an innovative event concept in cooperation with Café Soulbrunch in Düsseldorf, Germany. For one month, customers can test the DOUGLAS COLLECTION products in a special atmosphere and experience them in the form of an exclusive #IYKYK menu inspired by the products. The local activation kicks off with an influencer event that includes a DOUGLAS COLLECTION masterclass, food tastings, and other innovative activities.

About DOUGLAS Group Corporate Brands

Corporate Brands are an important strategic pillar of the DOUGLAS Group's assortment, ranging across all core product categories. They are aimed at building customer loyalty as well as broadening the customer base by capturing current trends and offering a great value proposition.

The largest Corporate Brand is the DOUGLAS & NOCIBÉ COLLECTION. It is positioned as an entry point to the premium beauty assortment and offers consumers high-quality products at an affordable price in all relevant beauty categories: skin care, make-up, hair care, fragrances, and accessories. The other three Corporate Brands Dr. Susanne von Schmiedeberg, Jardin Bohème, and one.two.free! capitalize on selected growth segments, such as specialist face care and fragrance. The DOUGLAS Group continuously strives to refresh its Corporate Brands Portfolio with a well-filled innovation pipeline.

Corporate Brands boost the Groups' profitability and growth and accounted for approximately 7.5% of sales (net) in the financial year 2022/23. As part of its 'Let it Bloom - DOUGLAS 2026' strategy, the DOUGLAS Group aims to significantly increase sales (net) from Corporate Brands until 2027 and beyond.

About the DOUGLAS Group

With its brands DOUGLAS, NOCIBÉ, parfumdreams and Niche Beauty, the DOUGLAS Group is the leading omnichannel provider of premium beauty in Europe. The DOUGLAS Group inspires its customers to live their own kind of beauty by offering a unique assortment online and in around 1,860 stores. The DOUGLAS Group is the partner of choice for brands and offers a selected range of exclusive brands as well as its own corporate brands. The product range includes fragrances, make-up, skin care, hair care, accessories and beauty services. The corporate strategy "Let it Bloom - DOUGLAS 2026" focuses on strengthening the successful omnichannel positioning and the consistent further development of the customer experience. The successful business model is based on the DOUGLAS Group's omnichannel offering, leading brands and data expertise. In the 2022/23 financial year, the DOUGLAS Group generated sales of 4.1 billion euros and employed around 18,000 people across Europe. The DOUGLAS Group (Douglas AG) is listed on the Frankfurt Stock Exchange.

For more information, visit the [DOUGLAS Group website](#).

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