

CASE STUDY: GLOBAL GWP STRATEGY & CONCEPT DEVELOPMENT



Leading Professional Beauty Company (Confidential)

THE OPPORTUNITY

The client needed a forward looking promotional strategy to guide 2027 planning across multiple brands and regions.

Key objectives included:

- Identifying emerging consumer trends
- Developing innovative Gift With Purchase (GWP) concepts
- Aligning premium and professional audiences
- Integrating sustainable, retail-relevant solutions
- Scale across North America and ANZ markets

The challenge was to create a strategy that was not only visionary-but realistic enough to execute across global teams.

THE SOLUTION

Trend Direction

- Elevated everyday luxury
- Functional beauty tools
- Travel Integration
- Sustainability

Product Concepts

- Premium bags & modular kits
- Multi-use pouches and accessories
- Functional, retail-aligned tools
- Concepts designed with full execution considerations

THE APPROACH

Rather than a traditional trend report, this was designed as a "decision-making tool" for brand, marketing, and product teams.

WHY THIS WORKS

This approach bridges creative vision with-real-world production — ensuring ideas are not only compelling, but feasible, scalable, and across teams.

THE IMPACT

Used by global brand and marketing teams to:

- Guide 2027 promotional planning
- Align cross-regional strategy and development
- Inspire product and campaign-direction
- Execution-ready presentation materials

POSITIONING

I don't just create promotional concepts—
I develop strategies designed to move seamlessly from idea to execution.

KEY TAKEAWAY

Strategic vision is only valuable if it can be executed. This project demonstrates how aligning creativity with production realities leads to stronger ideas-and more successful outcomes.

HOW CAN I HELP

- Promotional strategy a planning
- GWP and product concept development
- Trend forecasting and insight translation
- Execution-ready presentation materials

LET'S COLLABORATE

Chelsea Brand Studio

Strategic Promotional Concepts & GWP Development