

# Watson<sup>114</sup>N

**Watsons is Named  
No.1 Brand for the  
Twelve Consecutive Year**





## Watsons is Named **No.1 Brand** for the Twelve Consecutive Year

Watsons is proud to announce that it has once again been named the No. 1 Pharmacy/Drugstore brand in Asia\* – making this the 12<sup>th</sup> consecutive year that Watsons has won this prestigious award.



*\* Campaign Asia-Pacific/Nielsen's "Asia's Top 1,000 Brands" Online Study 2020 is based on interviews with over 8,000 people across 14 markets in the Asia-Pacific region*

Besides being the No.1 in pharmacy/drugstore category, Watsons has risen up the ranking amongst all consumer brands since last year, and is now in 34<sup>th</sup> place amongst Asia's Top 1,000 Brands in 2020, up from 37<sup>th</sup> place in 2019 and 41<sup>st</sup> in 2018, making it one of the region's leading retail brands. This accolade reflects widespread recognition of the brand, the trust people place in it, and Watsons' role in its customers' daily lives.

As well as leading the region, Watsons is the best-performing brand in most individual markets. This year, Watsons is also No. 1 in Hong Kong, Taiwan, Thailand and Malaysia.

**NO.1**



“Serving customers and putting a smile on their faces is our everyday purpose. Being named the most favourite brand is encouraging, and the most important is that this is the voice of our customers. They are telling us that they love us.”

**Dominic Lai**  
Group Managing Director  
A.S. Watson Group

## Watsons - Leading Health & Beauty Brand



**13 Markets**



**7,800+ Stores**



**1,500 Pharmacies**



**96m+ Members**

Watsons is the flagship health and beauty brand of A.S. Watson Group and one of the longest-standing brands in Hong Kong and the world. It continually sets the highest standards in the health, wellness and beauty market, providing personalised advice and counselling in health, beauty and personal care in addition to its market-leading product range. But it is only half the story. Watsons is a brand that exists in the hearts and minds of the customers who use its products and services every day.

Watsons is dedicated to helping people **LOOK GOOD, FEEL GREAT**, and everything the business does starts with this mission.

## Helping Customers LOOK GOOD

Watsons wants to help our customers LOOK GOOD by offering a wide range of beauty products including cosmetics and makeup products, and regularly introducing new beauty brands and products to meet the changing needs of our beauty lovers in each market.

To appeal to a younger generation of shoppers, Watsons has developed cutting-edge concept stores to offer an exciting and trendy shopping environment. With modern and stylish interior designs, these concept stores offer customers an experience-led makeup space such as Lip Bar and Makeup Station, with makeup artists on hand to offer advice and expertise, as well as the opportunity to try out different looks and play around with colour cosmetics.

The recently upgraded ColourMe service has been launched in the Watsons app in Hong Kong, Malaysia, Thailand, Taiwan, Singapore and Indonesia. It uses augmented reality (AR) technology to instantly and virtually show customers how they would appear with different looks, and make product recommendations. And even if customers are wearing face masks, they can still virtually “try on” any lipstick product they choose. Watsons Taiwan and Thailand has just rolled out another new function which enables customers to try different hair colour virtually.



A promotional graphic for the ColourMe app. It features a smartphone displaying the app interface with the text "#COLOURME" and "TRY IT ON". Below the phone, there is a woman wearing a white face mask. To the right, there is another smartphone displaying the app interface with the text "#妝可愛" and "打開APP 一鍵試髮色". The background is a vibrant pink and purple gradient. The text "Try on new products on our app #COLOURME NOW WITH MASK FRIENDLY FEATURE!" is prominently displayed. Logos for Google Play and the App Store are visible at the bottom. The ColourMe logo is also present.

## Making Everyone **FEEL GREAT**

Watsons has been working to help customers FEEL GREAT by taking care of their health, offering a wide range of health products, and making it easier for them to make healthy choices.

One of Watsons' signature campaigns each year is Get Active, to encourage and help customers to lead an active and healthy lifestyle. The activities vary by market, but among the most spectacular are the huge Zumba Parties hosted by Watsons Malaysia and Taiwan, which help customers release everyday stress with a blast of exercise and fun.

Watsons doesn't just help customers become healthier, it also strives to make them FEEL GREAT about shopping with us.

The Watsons Elite programme is one of the many reasons that customers feel great about the brand. The programme was launched in 2018 and now operates around the region to make Watsons' most loyal customers feel special and valued while rewarding them with personalised offers, treats and surprises.

When its customers travel, Watsons now goes with them, thanks to the Watsons One Pass, launched in 2019 to give customers access to local-member benefits in other Watsons markets.




## All About Experience

Watsons continually introduces the latest retail technologies to enhance the customer experience, combining online and offline (O + O) platforms to deliver not just an efficient and exciting interaction, but one tailored to the customers' needs.

As a result of the COVID-19 pandemic, Watsons Hong Kong has accelerated the launch of WatsonsGO, a touchless payment system, by half a year. The system means customers can simply scan the barcodes of the products they want to buy with the Watsons mobile app, and pay in-app using Alipay and credit cards. WatsonsGO not only offers a touchless and convenient shopping experience to our customers who don't even need to take out their wallet, but also protects their safety during the pandemic by allowing them to skip the queue.

WatsonsGO is now available in three Watsons stores in Hong Kong and just rolled out in Singapore in August. The technology was first launched in Watsons China in 2018 and it is now available in over 3,900 Watsons stores in China.

 Watch the video!

**STORE QR CODE**



**PAYMENT  
ACCEPTED HERE**



**Scan ... and ... Go**



## Customers' Sharing

“ I love Watsons as it gives me an amazing shopping experience, both instore and online! What's even more rewarding is being an elite member so I get more exclusive offers. ”

**Sharifah Suraya**  
Customer of Watsons Malaysia



“ As someone new to skincare products, the beauty advisor gave me a lot of help. She provided suggestions based on my actual needs. That was a really good experience! ”

**Ya Wen**  
Customer of Watsons Taiwan



“ It's always a pleasant experience entering Watsons. The products that I need are always available, and the staff are always helpful. ”

**Bench Mendoza**  
Customer of Watsons Philippines



“ I love shopping at Watsons where I can find all the most popular skincare and makeup products in town. It's truly a go-to destination for all beauty lovers. ”

**K. Vipavee**  
Customer of Watsons Thailand



“ Thank you Watsons, I get lots of rewards for being a member! This is why I keep coming back to shop at Watsons! ”

**Fia**  
Customer of Watsons Indonesia



“ The makeup artists in the store are very knowledgeable about different products and are always smiling. I enjoy shopping with Watsons very much! ”

**Sasa Sun**  
Customer of Watsons China





## The Legend Continues...

Watsons is taking the region's favourite health and beauty brand to an even broader audience, with plans to open over 700 stores in Asia and Europe this year.

By evolving with customers and adapting to and anticipating their changing needs, Watsons will continue to explore new ways to make the online and offline (O + O) consumer experience even more seamless.

To keep ahead of the competition, we are investing in world-leading digital and physical technology to ensure we achieve true customer connectivity, and continue to be customers' most-loved brand. 🇸🇬

“Watsons is a heritage brand in the region that connects with customers from all walks of lives who care for their beauty and wellness needs. They like to associate with brand that has character, provides relevant O + O experience, and whom they can connect to 24/7. Everyone of us in Watsons is our brand ambassador.”

**Emily Wong**  
Customer Director  
Watsons International



## Expanding the Ecosystem of Hong Kong's Largest Loyalty Programme

The COVID-19 pandemic has significantly impacted people's daily lives and all industries. In an effort to stimulate consumer spending, **A.S. Watson Group** has launched the Cross-Merchant Consumer Spending Stimulation Reward Scheme. By opening up **MoneyBack**, the largest loyalty programme in town, retailers can now promote their businesses for free.

The Group will donate a total of 1.8 million WatsMask WeCare face masks to encourage cross-retailer consumption in hopes that the programme will attract customers to support retailers and restaurants in their local community. The Group will be offering MoneyBack members a wide range of in-store discounts and its Own Brand face masks as rewards.



## Reasons to **CELEBRATE**

It's been a stressful time in the recent months, but **Kruidvat** has given customers reasons to be cheerful. A birthday celebration to mark 45 years of Kruidvat included three weeks of "Party Advantage" deals giving customers their favorite products at amazing prices. A new range of Own Brand gummy supplements: Oh My Skin, Oh My Tan and Oh My Hair, is also launched and supported by an all-round marketing campaign.



 Kruidvat



## **SUPER** Saturdays

**Superdrug** launched a series of summer-themed events to encourage customers back into the stores for some of the non-essential items, such as cosmetics, that they might have been missing. On each of the Super Saturdays in June and July, different online beauty influencers posted a social video around a themed look in partnership with a Superdrug-exclusive brand, creating social media excitement.

Superdrug 

## It's **PAYDAY!**

**The Perfume Shop** has teamed up with payment service pioneer Klarna to give customers greater shopping flexibility, which means customers can “buy now, pay later”, taking their products home with them today, but without the need to pay right away. They can either pay in 30 days or spread the cost over several months with interest-free instalments, making shopping experience more convenient in an innovative way.

THE PERFUME SHOP



## **CREATIVE** solutions

**ICI PARIS XL** is using technology to bring the personal touch to online shopping with its new Go Instore service. When a customer clicks on the “live shopping” button, a beauty advisor from the store pops up to provide real-time, personal product advice, deepening the entire online shopping experience. This coincided with the 7<sup>th</sup> anniversary of the BE Creative Make Up range, which was marked with surprising offers to customers.

ICI PARIS XL

## Cool COLLABORATIONS

**Watsons Hong Kong** has teamed up with trendy eCommerce snacks platform FillFull to create impactful displays in over 70 stores. Social content, online games and special O + O offers drove both excitement and sales, with reach topping 547,000 in just one month. Meanwhile, **Watsons Water** is using the popular “WatsBag” character on special-edition bottles to encourage citizens to stay healthy over summer and, of course, drinking enough water.



## PURR-FECT service

**Watsons Hong Kong** is well known for the fabulous products and service it provides to its human customers, and now their animal friends can enjoy the same. A shop-in-shop pet zone was already operating in over 140 stores, but now Watsons has launched the first standalone Wats Petmacy store, in partnership with T&Y Biologics, offering a wide range of health supplement products as well as the consultation services of a nurse.



## Stay PRETTY!

**Watsons China** is encouraging customers to try something new in their skincare and beauty regimen. In Zhongshan, pop-up stores invited passers-by to have their skin analysed. The stores offered a makeup service and provided trial bottles so that people could test out new items at home. A broader Watsons Beauty Trial campaign ran across multiple cities, in which customers were urged to “Dare to try – rule your own beauty” with exclusive products.



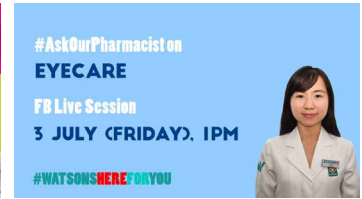
## Searching for a STAR

**Watsons Taiwan** hosted an Instagram competition to discover a new social media superstar. Working with partner P&G and Watsons' Own Brand divinia, the Tap Into Beauty Competition involved over 400 people creating unboxing posts for judging by VIP guests. The top winner was rewarded with a social media contract with Watsons as well as NTD\$30,000 worth of P&G products.



## Making a **SPLASH**

A huge multimedia campaign promoting the best of bath time achieved huge success in **Watsons Philippines**, featuring the extensive range available for the whole family. The What a Splash campaign generated reach of over 10 million and a surge in online traffic. Eye-catching bathtub animations in several stores helped build excitement, and the campaign found new relevance during the first week of restrictions as customers rushed to stock up on personal care essentials.



## More **REWARDS**, more **SERVICES**

Free life insurance is among the new range of benefits of being a member of **Watsons Malaysia**, along with bonus and extra points on purchases. Meanwhile in **Watsons Singapore**, customers can now take advantage of a new digital consulting service, as pharmacists take to Facebook Live for Ask Our Pharmacist sessions, sharing topics about migraine, eye care, insomnia and stress.



## BIG Bang Beauty

**Watsons Thailand** created huge customer engagement through a member survey in which customers were asked for feedback on their favourite rewards and promotions. The insights generated by the research have been implemented in Watsons' members-only Big Bang Beauty promotion, which ran over June and July and well-received by customers.



## FUN and games

**Watsons Indonesia's** I Love K-Beauty campaign positioned Watsons as the hot destination for the latest K-Beauty products. The campaign invited members to join a social media competition sharing their own beauty tips. In **Watsons Turkey**, meanwhile, all eyes were on lashes when Watsons launched a new mascara, Revolution Big Lash with a high-impact multimedia campaign. The campaign achieved reach of 4.5 million in just two months.



## REVVED up

The first-ever partnership between **PARKnSHOP** and model car brand Majorette saw a range of exquisite, limited-edition cars sparking something of a craze among Hong Kong customers. Cars could be redeemed by customers making regular purchases. At **FORTRESS**, the i-Coin Rewards Tour redemption programme this year featured trendy lifestyle gifts from renowned audio brand and Japanese domestic appliance brand.



## STAR presence

**Watson's Wine** hosted a fascinating virtual food and wine tasting event to inject a dose of fun and expert advice. The idea was to invite 3-Michelin-Stars Italian Chef and winemaker from the Ceretto family to share cooking tips and information about great wines. In China, celebrities have been helping **Mr. Juicy** give young people reason to smile; Minions have been at the heart of the social media campaign, promoting Minions-themed packaging for the brand.



**A.S. Watson Group**

Ranked 49<sup>th</sup> in Global Powers of Retailing 2020  
(by Deloitte)

**Hong Kong**

Excellent Food Award 2020 - Most Loved Supermarket  
(by Day Day Cook)



Loyalty & Engagement Awards 2020  
Best Loyalty Programme (Lifestyle & Entertainment) - Gold

Loyalty & Engagement Awards 2020  
Best Partnership Loyalty Campaign - Gold  
(by Marketing Magazine)

**International**

Asia's No. 1 Pharmacy/Drugstore Brand  
Ranked 34<sup>th</sup> amongst Asia's Top 1,000 Brands\*  
Asia-Pacific Power List -  
50 Most Influential and Purposeful Marketers  
(by Campaign Asia)

\* Campaign Asia-Pacific/Nielsen's "Asia's Top 1,000 Brands" Online Study 2020 is based on interviews with over 8,000 people across 14 markets in the Asia-Pacific region

**Hong Kong**

Hong Kong Awards for Environmental Excellence  
(Shops and Retailers) - Gold  
(by Environmental Campaign Committee)

**China**

Golden Lion Awards Best Ad for Beauty & Skin Care - Gold  
(by China Advertising Magazine)

**Taiwan**

Top 25 Most Influential Brand of Mobile Generation  
(by Facebook)

**Malaysia**

Top Brands During COVID-19 Recognised by Consumer  
(by Vase.ai)  
Top 3 Engaging Brands on Facebook  
Top 5 Engaging Brands on Instagram  
(by socialbakers)

**Philippines**

We Invest in People - Silver Accreditation  
(by Investors in People Philippines)

**Indonesia**

Top 5 Most Admired Company in Indonesia (Retail)  
(by Warta Ekonomi)



UK Customers Satisfaction Index - No.1  
(Health & Beauty Retailer)  
(by The Institute of Customer Service)

Ranked 5<sup>th</sup> in Financial Times Diversity Leaders  
(Retail Category)  
(by Financial Times)

Best Community Hub  
(by Glossy Beauty and Fashion Awards)



Online Retailer of the Year  
(by The Fragrance Foundation)

**Netherlands**

Global Digital Excellence Award - Best Global  
Crisis Communications Campaign Response to COVID-19  
(by Digital Agency Network)  
Best Buy Sun Protection -  
Kruidvat Solait Kids Sun Spray SPF 50+  
(by Dutch Consumer Authority)  
Ranked 12<sup>th</sup> in the Sustainable Brand Index Netherlands  
(by SB Insight)

**Belgium**

Best Buy Sun Protection - Kruidvat Solait SPF 30 High Sunmilk  
(by Belgium Consumer Authority)

## July to August



Watsons China – 48 new stores



Watsons Malaysia – 9 new stores



Watsons Thailand – 9 new stores



Watsons Philippines – 10 new stores



Watsons Indonesia – 5 new stores



Watsons Vietnam – 2 new stores



Drogas Latvia – 1 new store



Kruidvat Netherlands – 3 new stores



ICI PARIS XL Belgium – Namur store



“ I joined Watsons 8 years ago as a Pharmacist. I’m so grateful that Watsons has been very supportive over the years, especially given the sponsorship for me to pursue my Master Degree. The best part of my job is to be able to impact on people’s lives in a meaningful manner and helping them look good and feel great everyday! ”

**Anson Lim**  
Cluster Pharmacy Manager  
Watsons Singapore



“ Having customers keep coming back to our store again and again is vital for our long-term success. I always keep this principle in my mind and share it with my teammates who are like family members to me. Customers’ appreciation is what keeps us in high spirits every day. ”

**Henny Prihandayanti**  
Store Leader  
Watsons Indonesia



“ My job satisfaction comes from the people I’ve been able to work with and learn from, as well as the job itself. I love being trusted to support projects that have a real impact on the business. One of those trusted roles was attending an alarm call out ... just after midnight on New Year’s Eve in the middle of a street party! ”

**Hannah Prentice**  
People Project Partner  
Superdrug



“ I see my work as part of a lifelong journey of self-development. Watsons gives me an opportunity to succeed in my university projects as well as develop valuable skills. I like everything about my job, and what I’ve enjoyed most so far was organising and shooting a video for the brand. I was able to make the project my own and play to my strengths, and it felt amazing! ”

**Ivan Sonich**  
Sales Assistant  
Watsons Ukraine



“ One young father once came to our store and he was struggling to find the right milk powder for his baby. As the milk powder he was looking for was unavailable in our store, I found it through the online stock system, and arranged for a colleague to go and get it for him. Now, he becomes our regular customer. ”

**Grace Lee**  
Store Manager  
Watsons Hong Kong

“ One of our regulars has triplets, I know she works in hospital and I always ask her how she is. Recently she was looking for her usual hair dye, but the stock was unavailable at our store, so I ordered it for her and called when it was ready. It was such a big help to her that she dropped by with flowers! ”

**Esmeralda Smit – van Veluw**  
Store Manager  
Kruidvat Netherlands



## LESS Plastic, LESS Waste

**A.S. Watson Group** has taken on further responsibility for environmental sustainability by being the first health and beauty retailer to join the New Plastics Economy Global Commitment and pledging that it will ban PVC completely by 2030. The Group has also taken a membership with the Roundtable for Sustainable Palm Oil to support the use of RSPO certified palm oil.



A **GOOD** cause to help

**PARKnSHOP** hosted the annual City Food Drive to collect grocery donations to help people in need, taking account of the growing need for meals as COVID-19 restricts the work of social welfare organisations who would normally be able to help. This year, customers were asked to donate 4 specific items over 4 weeks. PARKnSHOP provided the ingredients at cost to Food Angel, which turned them into nutritious meals for people most in need.



## Real-world **EDUCATION**

Students from Po Chiu Catholic Secondary School learned interview skills and had the chance to produce a promotional video for TechLife, thanks to a Student Mentorship Programme run by **FORTRESS** and the Evangelical Lutheran Church Hong Kong. The partnership, now in its sixth year, was held online this year. The project was designed to develop students' self-confidence and get them prepared for future challenges.



## From the **HEART**

In **Watsons Ukraine**, the long-running Watsons Angels project to fund medical care for children with heart disease has now helped improve the lives of over 55 kids. The project funds the purchase of occluders for ill children from single-parent and low-income families. Customers are encouraged to get involved by buying Own Brand products.

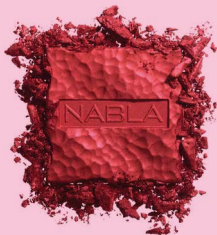
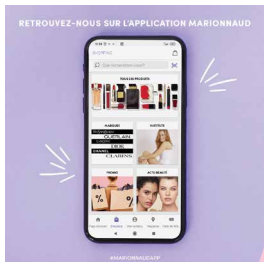


## APPY days

@France



Marionnaud France has launched a mobile app that enables customers to shop online for more than 10,000 products and order with just a couple of clicks. The app has the Marionnaud loyalty programme built in, making it easy for people to manage their offers and rewards.



## Beauty with a CONSCIENCE

@Switzerland

The independent Italian make-up brand NABLA is now exclusively available in Marionnaud Switzerland. NABLA's mission is "To be crystal clear, to be truthful and free". It is Peta-certified as not tested on animals, and uses no ingredients of animal origins.



## Marionnaud News

## FIT to face the world

@Italy

Marionnaud Italy is delighted to present the Italian brand GLAMOVE, a newcomer to its portfolio that offers skincare for fitness lovers. GLAMOVE provides a quick but effective beauty routine with a focus on sun protection for those who love the great outdoors.



## **“LOVE CAN HELP II” LKSF New HK\$100 Million Grant in Support of Medical and Welfare Services for Hong Kong**

Following on the successful “Love Can Help” Medical Assistance Programme last year, the Li Ka Shing Foundation (“LKSF”) announced an additional HK\$101 million in support of services for the citizens of Hong Kong in July 2020. The coverage of “Love Can Help II” extends from local medical services to the social welfare community.

To encourage medical graduates to stay in Hong Kong and serve the local community, LKSF has allocated HK\$20.8 million to support a pilot initiative, LKS Career Seeding Fund, for medical graduates from the HKU Li Ka Shing Faculty of Medicine.





A total of HK\$48 million is used to support the Hospital Authority patients, including HK\$40 million to continue funding Percutaneous Coronary Intervention procedures and also the newly added Left Atrial Appendage Occlusion, while HK\$8 million to fund specified medical devices for interventional procedures. An additional HK\$10 million funding will go to the Hong Kong Sanatorium & Hospital's "Transcatheter Cardiovascular Interventions Subsidy Scheme".

Meanwhile, HK\$22 million will be used to support 12 non-governmental organisations providing various services to the visually impaired, mentally handicapped and physically disabled, autistic children, elderly and underprivileged families.

LKSF Chairman Mr Li Ka-shing expressed his heartfelt appreciation to the great men and women medical professionals serving Hong Kong's infected and sick, "In these particularly challenging and vulnerable times, your conscientiousness and perseverance is a bright light of assurance to Hong Kong. The greatest gift of support to your effort is self-discipline. I humbly urge each and every citizen of our city to exercise so. A big thank you also to our social welfare workers who strive to maintain services under such critical circumstances. We are grateful for your dedication and your professionalism is what we all treasure."



# SUPER QUIZ

1. What is the ranking of Watsons in the Asia's Top 1,000 Brands in 2020?
2. How many Own Brand face mask will be donated by the Group for the Cross-Merchant Consumer Spending Stimulation Reward Scheme?
3. What is the name of ICI PARIS XL's live shopping service launched recently?

## Super Prize (1)

Bluetooth Speaker



Sponsored by



A.S. Watson Group

## Gold Prize (1)

Wireless Earphone



Sponsored by



A.S. Watson Group

## Silver Prize (1)

Smart Watch



Sponsored by



A.S. Watson Group

## Answers to Issue 112

- 1) haha SIM
- 2) Annual music concert
- 2) Global Health Survey

## Super Prize (Portable Necklace Negative Ion Air Purifier)

### Name

Alex Law

### Company & Department

PARKnSHOP - Sales Operations

## Gold Prize (Ultrasonic Cleaner)

### Name

Kinki Chow

### Company & Department

A.S. Watson Group - Group Finance

Deadline: 1 October, 2020

You now have the chance to win Superquiz by sending both your answers and contact information to [WatsOn@aswatson.com](mailto:WatsOn@aswatson.com)

## About A.S. Watson Group

With a history dating back to 1841, the A.S. Watson Group has evolved into the world's largest international retail and manufacturing business with operations in 25 markets worldwide.

Today, the Group operates over 15,800 retail stores running the gamut from health & beauty, luxury perfumeries & cosmetics to food, electrical & electronics and fine wine. Also an established player in the beverage industry, ASW provides a full range of beverages from bottled water, fruit juices, soft drinks and tea products to the world's finest wine labels via its international wine wholesaler and distributor.

ASW employs over 140,000 staff and is a member of the renowned multinational conglomerate CK Hutchison Holdings Limited, which has five core businesses - ports and related services, retail, infrastructure, energy and telecommunications in over 50 countries.

### Editorial committee

**Adviser** : Dominic Lai

**Editor** : Malina Ngai

**Members** :

- **Group Office** : Clare Forrester, Teresa Pang, Hanks Lee
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Cathy Newman, Marjolein Geenjaar
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Published by A.S. Watson Group  
Watson House, 1-5 Wo Liu Hang Road, Fo Tan, Shatin  
New Territories, Hong Kong  
Website: [www.aswatson.com](http://www.aswatson.com)  
Email: [WatsOn@aswatson.com](mailto:WatsOn@aswatson.com)  
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