

# Watson<sup>90</sup>N

## Marionnaud - Flawless Secret of French Beauty

ASW Global Volunteer Day 2013

Who's the Girl with the MOUSTACHE?

The Scent of Christmas

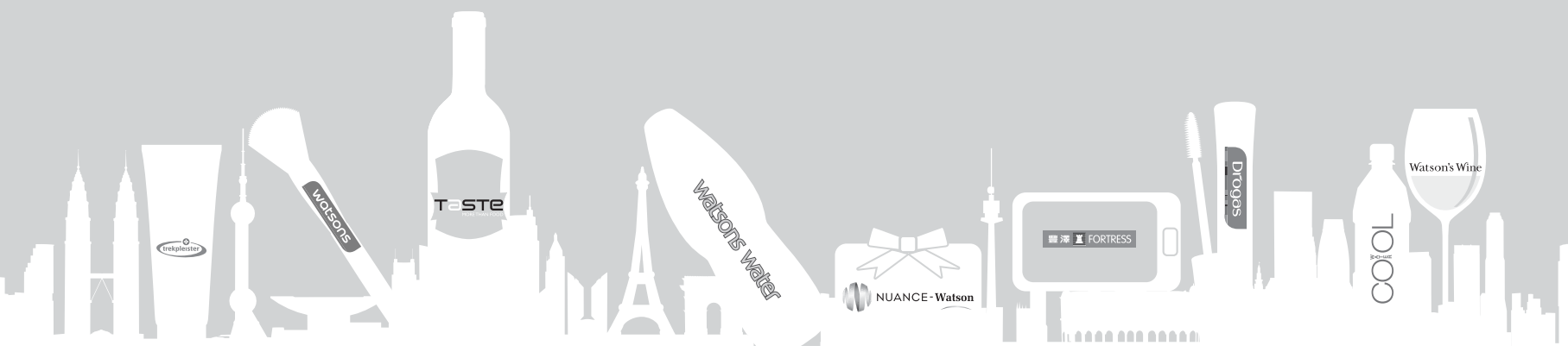


MERRY CHRISTMAS



A Hutcheon Whampoa Company

# AROUND THE WORLD





P.11



P.12



P.13



P.14



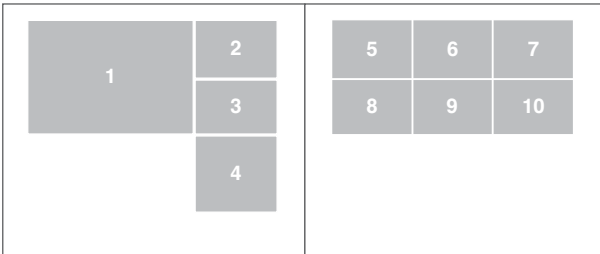
Dominic Lai, Group Managing Director ASW (front row, 2<sup>nd</sup> from left) hosted Jean-Paul Agon, L'Oréal Chairman & CEO (front row, middle) and his senior executives at the newly refitted Marionnaud Champs Elysées flagship store in Paris



# Stop Press!

A.S. Watson Group Managing Director Dominic Lai has toured around some of our stores in Paris, London & Amsterdam in late November, showing his support to the store teams at the peak sales season in Europe.





1. Marionnaud, Champs-Élysées (Store Manager: Julien Josephson)
2. Marionnaud France, Martyrs (Assistant Store Manager: Stephanie Mas)
3. Trekpleister, Kanaalstraat 75 (Store Manager: Ineke Bonneveld)
4. ICI PARIS XL, Blokhuis 28 (Store Manager: Mary-Ann Scholtens)
5. The Perfume Shop, Old Stratford (Store Manager: Joanna Burton)
6. The Perfume Shop, Stratford Westfield (Store Manager: Victoria Merritt)
7. Savers, Hammersmith (Store Manager: Lisa Nix)
8. Superdrug, Stratford Westfield (Store Manager: Khalid Mansoor)
9. Superdrug, Old Stratford (Store Manager: Riasat Ali)
10. Kruidvat Netherlands, Blokhuis 49A (Store Manager: Astrid Bakker)



Salute to

# OUTSTANDING PARTNERSHIPS





China

Christian Nothhaft (middle), CEO of Watsons China, makes a toast to kick-off the night of event



Hong Kong

Gary Ng (2<sup>nd</sup> from right), Managing Director of Watsons Hong Kong, shares the joy with winners of the HWB awards



Singapore

Daniel Teo, General Manager of Watsons Singapore, presents an award to a supplier representative

**Watsons** recently hosted its annual signature Health, Wellness & Beauty (HWB) Awards events in China, Hong Kong, the Philippines, Singapore and Taiwan to recognise excellent performance in sales, promotions and customer service of top trade partners across Asia.

**Watsons China's** HWB Awards were held in Guangzhou and featured a star-studded line-up personalities and performers, witnessing the birth of 63 shining awards in categories of cosmetics, health and personal care.

Themed at "Colour your dream", **Watsons Taiwan's** HWB Awards hosted over 400 guests in Taipei. The event entertained the guests with a fashion catwalk, colourful body-painting services and a singing performance of the special Watsons HWB theme song to create a WOW fun night.

**Watsons Hong Kong's** HWB Awards was inspired by the most mysterious yet joyful festival of the year – Halloween. The scary backdrop featuring spooky decorations and horrifying ghosts gave a memorable evening to the guests, while the famous Hong Kong pop stars glammed up the party with their brilliant performances!

**Watsons Philippines** honoured its outstanding trade partners in a playful, ethereal theme. Fashion show in god

and fairy costumes echoed the glamorous occasion, and the brand took this opportunity to make a donation to its CSR partner, Operation Smile, adding a meaningful touch to the annual event by offering free surgeries to children with cleft lips.

**Watsons Singapore** put on a "Magical & Wonderful" theme with guests dressing up as characters from the movies Alice in Wonderland and Oz, the Great & Powerful. Special awards were given to honoraries, while in the event week customers could also enjoy an exciting array of deals and prizes, from shopping vouchers and cash to trips to Disneyland!



Philippines



Taiwan





## Malaysia's on the **BALL!**

**Watsons Malaysia** proudly forms the branded content partnership with the country's top football tournament, the Malaysia Cup 2013, further strengthening the brand's impression in healthy and active living. To leverage the partnership, Watsons released limited-edition VIP cards designed with photographs of the nine competing teams, which were made available to fans at selected Watsons stores in different regions. Watsons also presented the "Watsons Most Stylish Player" award to recognise the game's outstanding footballer, connecting the brand's dynamic attitude with the most favourite sport in the world!

watsons

## **WOW** on wheels

Riding on the raging success of the global brand refresh campaign, **Watsons Malaysia** gave away a Ford Fiesta 1.6 Sports to reward the VIP Club members. The contest ran for 3 months and received an impressive total of over 193,000 entries from Watsons members. A truly rewarding experience to be a Watsons VIP card member!

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## **BLESSINGS** to remember

To spread the spirit of Hari Raya, an important time for Muslims to unite as a family in the exchange of love and blessings during the Islamic holy month of fasting, **Watsons Malaysia** reached out to fans on its Facebook page, inviting them to share their Raya resolutions and giving out cash vouchers to celebrate the meaningful festival.

The most inspiring story won the grand prize of having popular Malaysian singer celebrate the Hari Raya with the winner. The acclaimed artist also composed an original hit for Watsons, gaining more than 120,000 views on YouTube! Rounding off the festive celebration with the singer's performance in a mall event, Watsons Malaysia gave the best blessing for their fans to remember.

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## HAIR AFFAIR

**Watsons Philippines** made her Hair Affair debut at four shopping malls, encouraging women to love their hair in smart and easy ways. The mall promotion provided tips on styling, colouring and treatment with a wide range of Watsons hair care products; a Hair Affair magazine insert and print advertisements were also featured in various national fashion magazines as part of the initiative.



## The SWITCH & SAVE Nation

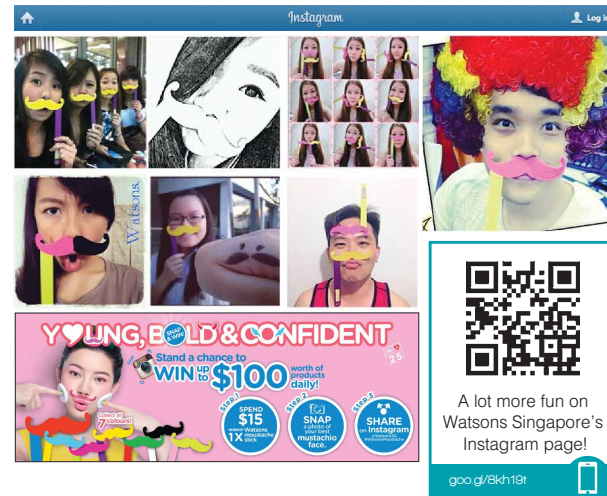
The **Watsons Philippines** "Switch & Save" shopping revolution continues to grow and has really caught on in the past year. The campaign encourages consumers to trade in their current brands for Watsons Own Brand products, saving money without compromising on quality. An integrated advertising campaign featuring testimonials from celebrities and actual shoppers of Watsons label with a price comparison chart was well set to educate discerning customers. To ensure maximum brand visibility, the most recent press launch was joined by celebrity endorsers, TV personalities, journalists, bloggers, and winners of the open shoot, demonstrating the blossoming of the Switch & Save Nation!



## Who's the girl with the **MOUSTACHE?**

To celebrate **Watsons Singapore's** 25<sup>th</sup> anniversary, the "Watsons 25" promotion was all about being Young, Bold and Confident. Customers who spent S\$15 at any Watsons store could redeem a colourful and cute stick-on moustache to play around with. They had great fun striking poses with their best mustachio face, which were then posted on Instagram at hashtag @watsonsg & #watsonsmoustache. Lucky fans also stood a chance to win up to S\$100 worth of products every day for seven weeks, what a wonderful way to celebrate the happy 25<sup>th</sup>!

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## GLAMORISE yourself!

**Watsons Taiwan's** latest innovative TV commercial offers interesting insights for its fun-loving customers. From applying face powder while waiting for the bus to fixing hair in the elevator, the advert portrays the characteristics of most urban-dwellers – who are both time- and beauty-conscious to stay well groomed at all times. As part of the communications in the WOW campaign, the brand successfully engages customers with Watsons' core values to look good and feel great everyday!

watsons



## The pursuit of **WACKINESS**

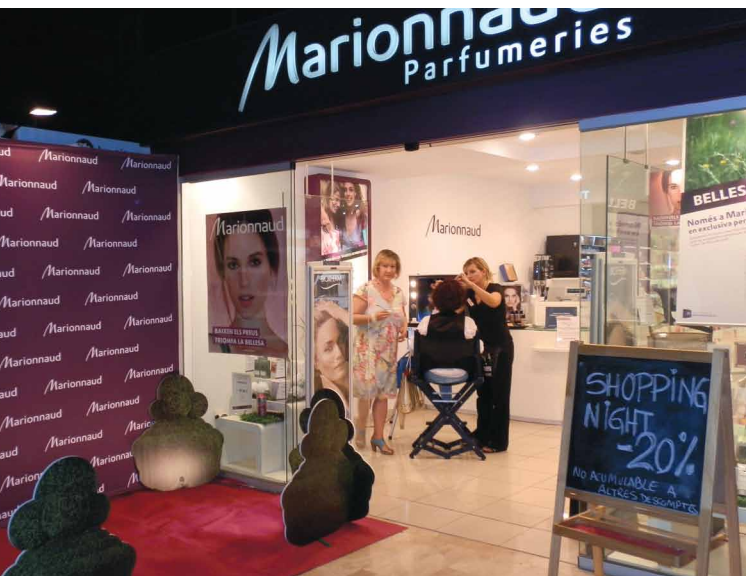
**Watsons Taiwan** celebrated the 5<sup>th</sup> anniversary of its iMember programme with a wacky movie theme. iMembers who spent over NT\$500 in store entered into a lucky draw for free Disney Pixar movie tickets, and were offered extra bonus points and limited-edition "Monster University" merchandise. Hundreds of thousands of members contributed to both retail sales and traffic to Facebook fan page for the attractive gifts. More than 100 lucky iMembers joined the exciting movie party with movie-themed gifts and cupcakes, thanks to the convenient smartphone interface that allowed iMembers to join the campaign in just a click.



## We love **RUNNING MAN!**

Being the proud presenter of the Running Man Fan Meeting Asia Tour 2013, **Watsons Singapore** engaged their well-loved Watsons members by offering an exclusive priority purchase opportunity of the Fan Meeting tickets only at S\$100 spending in any Watsons store. During the one-day priority sale more than 800 tickets were snatched up before noon! Members were also given the chance to win tickets in lucky draw with a purchase of S\$50 Own Brand products, leaving no one disappointed in the one-of-a-kind star treatment.





### Late-night **SHOPPING** fun

**Marionnaud Spain** stayed her store in Barcelona open late to celebrate Manresa Shopping Night. VIPs enjoyed a tipsy evening in a special in-store makeup event with free champagne, fun photoshooting and pleasant discounts. Marionnaud's Makeup Professionals offered free flash makeup trials to customers, aiming to promote the Makeup Schools while making the event a spectacular night.



### **BIRTHDAY** blast!

**Marionnaud Hungary** and **Austria** recently celebrated their anniversary with a series of spectacular events for customers and suppliers.

Hungary's 10<sup>th</sup> milestone was marked by joyful in-store promotions from Marionnaud gift time, gift cards in cooperation with popular fashion brands, Family & Friends coupon days to raffles with high-end jewellery and other attractive prizes. The cherry on the cake was the reopening of the newly refitted store in Westend Shopping Mall, with a 11%+ sales target achievement at this month to reward the merited success of the brand's daily efforts!

Marionnaud Austria hosted a dazzling cocktail party to celebrate its 12<sup>th</sup> anniversary with its local suppliers. Executive members shared Marionnaud's 2014 vision and outlook with 70 attended guests, and enjoyed the thematic ribbon cake together!





## Big night out for **FASHIONISTAS**

In October, **Superdrug** participated in the annual Vogue's Fashion Night Out organised in Manchester. Attended by a star-studded guest list, the opening party became the best showcase for Superdrug's Own Brand B. premium makeup and skincare collection, along with the exclusive cosmetics brand GOSH. Professional makeup artists and manicurists were on hand to provide makeovers, trend advice and manicures to the hippest guests in town, while the brand has also teamed up with a top UK fashion blogger to add an extra edge of fun.

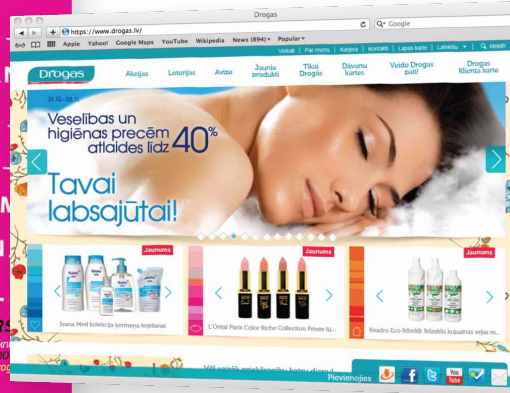
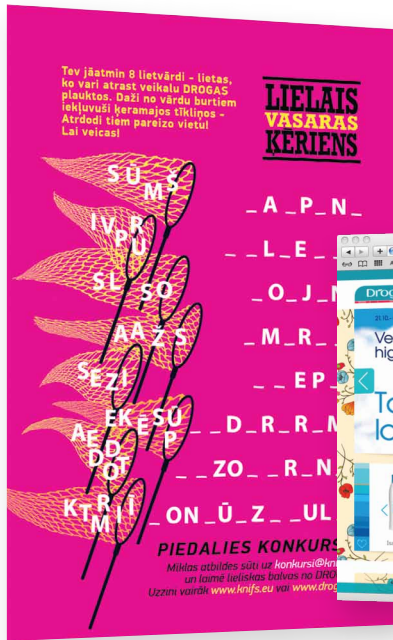
Superdrug ☆

## A sweet **MINGLING**

**Superdrug** hosted a delightful media gathering in September to celebrate and publicise its Own Brand and new exclusive launches. Top brands were featured alongside a new range of Superdrug's B. products and other Own Brand essentials. Beauty experts joined over 100 journalists and bloggers to discuss product trends, offering them the unique opportunity to experience the products for themselves.

Superdrug ☆





## DIGITAL era takes off

**Drogas** demonstrated a significant growth in its digital touchpoint development to further capture the hearts of its customers. The brand moved up nine places to the 18<sup>th</sup> in the rankings of Latvia's most influential brands on popular social networks, overtaking many powerful brands and competitors. During August and September Drogas Facebook fan page achieved one of the best results in Latvia in terms of an increase in new followers; its entertainment page has been especially loved with The Big Catch online game attracting 32,000 players in Latvia and 19,000 in Lithuania just in a month time! And what's more, the newly updated Drogas website has been revamped with a bright, interactive and mobile-friendly look to provide comprehensive product information, keeping customers in the Baltic States updated to the latest beauty trends.



## BUILD Drogas yourself

To create more personal and more emotional communication channels with customers, **Drogas** initiates a new channel for conversation in September – "Build Drogas Yourself" to ensure that every client's opinion is heard. Drogas invites customers to share their thoughts, give feedback on experiences and offer suggestions via the Drogas website or using special "Build Drogas Yourself" cards in stores. By using such interactive ways to listen to customers, Drogas is truly proud to become a customer-centric brand.





## The scent of **CHRISTMAS**

Over 100 journalists from top national publications attended **The Perfume Shop's** annual Christmas Press Show in October at the Mercer Street Studios in London. The show unveiled the bestselling predictions for Christmas 2013 and presented a retrospective of the iconic launches from over the past 21 years. Guests were treated with samples of the range of scents and even got the opportunity to try out the brand new TPS's 90-minute gift-delivery service teamed up with "Shut!"



## **HONOUR** your favourite scent

The signature Love Perfume Awards by **The Perfume Shop** was once again hosted in London to celebrate customers' most favourite products and brands. Now in its third year, the votes receiving from customers had an impressive 25% boost compared to last year!

Winning brands were announced in the prestigious celebrity event, with the coveted Nose of the Year titles going to Kate Middleton for the first time and to David Beckham for the second year running.



Jo Walker (fourth from right), Managing Director of The Perfume Shop, hosts the night of Love Perfume Awards



## Celebrating 110 YEARS of purity

Striving for ceaseless growth in 110 years, **Watsons Water** celebrated its milestone anniversary with a range of festivities, marking an unprecedented run of pure excellence.

The brand partners with renowned local illustrator Stella So to create a visual illustration for the brand's thematic campaign rolling out across print media, radio and outdoor billboards, showing Hong Kong's transition from 1903 to 2013 with ambassador Sarah Lee leading Hong Kong people to go further.

A set of eight special edition bottles was launched in November and a limited-edition Octopus Card was created for customer redemption. The promotion received overwhelming response with all Octopus Cards redeemed in three days, and engaging over 800 fans on Facebook in a week. To top up the celebration event list, fabulous prizes were offered upon the purchase of Watsons Water, including concert tickets which parts of the proceedings are donated to A Drop of Life, a charity organization which builds rain-saving water cellars in China's arid regions, marking the important milestone of Watsons Water with love and care to the needy.

watsons water



Michelle Chan (3<sup>rd</sup> from left), Managing Director of A.S. Watson Industries, represents the event to donate HK\$300,000 to support the building of rain-saving water cellars in China







### The scary **COOL**-loween

As a young and trendy bottled-water brand, **COOL** celebrated Halloween with the “COOL-loween” campaign for the second year to appeal to its youthful customers. A “Haunted House Treasure Hunt” Facebook app was created for fans to win the entry tickets of a Halloween-themed amusement park, while an eye-catching Halloween music truck together with various Canto-pop singers ran into Mongkok, the most popular district among teenagers to spread around the freaky joy.



### Who's the **COOL**est?

**COOL Water** kept this summer hot in the coolest way. The brand leveraged the popular online game League of Legends (LOL) to run “The Coolest LOL Cosplay Girl Competition”. To heat up the digital campaign, ten Cosplay Girls were featured on the special editions of bottles for consumer online voting, the finalists had also made their stage debut to gain further votes from the competition judges. The digital campaign received remarkable response with over 40,000 views for the making-of video on YouTube and a 32% rise of Facebook fans!





Stay COOL with the competition making-off!

[goo.gl/pck9Vx](http://goo.gl/pck9Vx)





# All-time champion

A rewarding year with numerous grand awards achieved by A.S. Watson Group and its brands!

## BRAND IMAGE



**ICI PARIS XL**  
**Netherlands**  
**Best Perfumery Chain Award**  
 (by Q&A Research & Consultancy)



**watsons**  
**Singapore**  
**Best Revamped Beauty Hall 2013 - NAC Watsons**  
 (by Elle Magazine)



**watsons**  
**Singapore**  
**Singapore's Favourite Health & Beauty Store voted by Singapore Shoppers**  
 (by AC Nielsen)



**watsons**  
**Singapore**  
**Singapore's Gen Y Favourite Personal Care Store**  
 (by Brand Alliance)



**watsons**  
**Turkey**  
**The Most Admired Brand in Personal Care & Cosmetics Award**  
 (by Council of Shopping Centers Turkey)



**watsons**  
**HK**  
**2013 Kam Fan Awards**  

- Merit in Design / Art Direction
- Merit in Illustration (2 awards)
- Merit in Print Campaign Beauty & Personal Care

 (by The Association of Accredited Advertising Agencies of Hong Kong)

## BUSINESS



**Kruidvat**  
**Netherlands**  
**Impuls Award**  
 (by Study Center for Snacks and Confectionery Benelux)

# CUSTOMER SERVICE



**Netherlands**  
**Best Buy – Kruidvat Baby Food**  
 (by National Consumer Union in the Netherlands)



**Taiwan**  
**3<sup>rd</sup> Place in CVS and Drug Store**  
 (by Next media Top Service Award)

# COMMUNICATIONS



**UK**  
**Staff magazine Nose**  
 • Award of Excellence  
 (by Institute of Internal Communication)  
 • Best Internal Publication  
 (by The International Content Marketing Awards 2013)



# CRM



**Malaysia**  
**Bronze award – Best Brand Loyalty Campaign**  
 (by Promotion Marketing Awards of Malaysia)



**Singapore**  
**Singapore's Gen Y Favourite Loyalty Card Programme**  
 (by Brand Alliance)



**SU-PA-DE-PA Watson's Wine**  
 スーパーデパ

**Retail HK**  
**2013 HKRMA Service & Courtesy Award**

- Professional Category - Wong So Man, Sosanna (Frontline Level)
- Personal Care Products Category - Fong Tsang Lan, Kathy (Frontline Level)
- Electronic & Electrical Appliances / Telecommunications Category - Li Kun Yui, Alice (Frontline Level)
- Supermarkets / Self-service Mega Store Category - Man Kam Lin, Mandy (Frontline Level)
- Supermarkets / Self-service Mega Store Category - Tang Lai Ming, Joey (Frontline Level)
- Specialty Stores - Leisure Category - Tse Hin Nan, Peter (Supervisory Level)

(by Hong Kong Retail Management Association)

# NEW STORE OPENINGS



## Marionnaud France

Marionnaud opened its new flagship store in the prime area of Champs-Élysées on November 7<sup>th</sup> 2013. Located in one of the most prestigious and beautiful shopping avenues in the world, the new flagship store offers an extensive collection of top-notch luxury perfume and cosmetics brands, customers are served by a group of well-trained professional beauty advisors to get latest beauty trends, discover and experience products and new beauty services.



Projection mapping show in celebration of the Marionnaud Champs-Élysées store opening!

[goo.gl/tekRvm](http://goo.gl/tekRvm)



Marionnaud Italy opens a new store in the exciting shopping mall Carmagnola



Marionnaud Switzerland unveils its Lausanne Métropole Store in a hot shopping spot of the city



Covering 190 sq. m. and for the first time including a MAC counter, the Marionnaud Switzerland Zurich Airport Store offers everything the beauty heart could desire, really handy if you've forgotten something before you set off on a trip



## Superdrug

Superdrug opened a new store in London to serve the customers of Hammersmith. The store has been created to help busy commuters by offering a specific mix of everyday and travel essentials.



Drogas Latvia & Lithuania opens 7 stores in the past few months, bringing quality health & beauty products to the metropolis cities in the Baltic States



PARKnSHOP China opens a new store in Guangzhou Royal Square, expanding the current supermarket network with over 60 stores in Mainland China



To extend its care to local communities, Trekpleister donates €1,000 to three local charitable organisations in celebrating the openings of three new stores in Zaltbommel, Hedel and Heerenveen in the Netherlands.

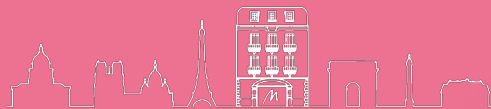


Watsons Wine unveils a new store in Yuen Long, a pleasant surprise to the connoisseurs in the northern border of Hong Kong



Marionnaud  
*flawless secret*  
of French beauty

France is renowned for its joie de vivre – the enjoyment of life and the exultation of the human spirit. The French way of life is modern, elegant, romantic and refined. In French culture the finer things in life are not just nice-to-haves, they are integral to the heritage. Style and beauty infuses every aspect of the society – from architecture and literature to cuisine and fine wines... and of course perfumes.



## *spraying beauty* ALL OVER EUROPE

It was only natural therefore that France was where Marionnaud was born, when Bernard Marionnaud opened his first perfume store in 1950. And it was a natural fit 55 years later for A.S. Watson to acquire what by then had become France's largest perfumery and cosmetics retail business.

Inspired by Bernard Marionnaud's vision of enabling women to find top-brand luxury perfumes, beauty care products, makeup and accessories in one convenient location, today Marionnaud is one of the leading perfume retail chains in Europe, serving two million customers per week from 1,100 stores in 11 countries across Europe.



serving  
**2 million+**  
customers  
per week

**1,100+**  
stores  
in 11 countries  
across Europe

## *beautiful me*

What makes Marionnaud so special?

First and foremost, Marionnaud is distinctly French. Its approach to beauty is contemporary yet timeless; refined yet accessible.

It's about more than just looking beautiful. It's about feeling and being beautiful. Marionnaud's mission is to empower people to feel truly special.

At Marionnaud, men and women can explore and be inspired. The stores are an enchanting source of beauty, expertise and inspiration where customers can receive genuinely good advice.

"Marionnaud encapsulates modern French beauty, culture and style," says Malina Ngai, A.S. Watson Group Director of Operations, Investments, International Buying & Communications. "It draws on our heritage to offer the finest range of products in the most sophisticated yet convenient environment. Marionnaud inspires confidence; Marionnaud makes people feel special, Marionnaud makes it feel natural to be beautiful."

This retail philosophy is showcased at Marionnaud Paris, the 700-sq-m flagship store situated on the famous Champs-Élysées in the heart of Paris. Re-modeled and re-opened in November 2013, Marionnaud Paris serves as a model for stores in other major cities, an iconic showcase reflecting French luxury.

# good people

## RIGHT PERFUME

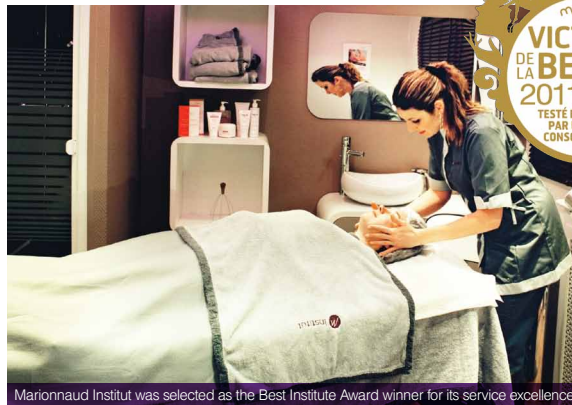
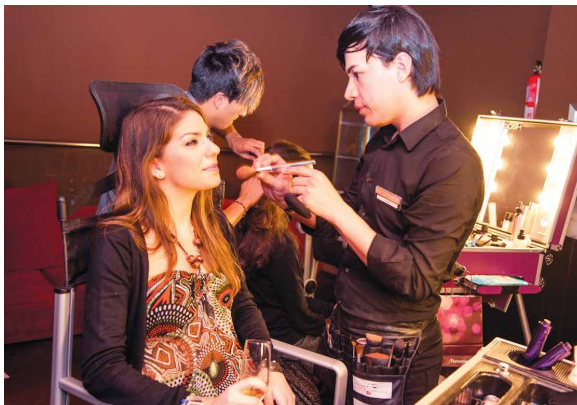
Marionnaud is constantly looking for every opportunity to charm and delight people and to make them feel pampered and special.

With this personal touch in mind, the Marionnaud Academy was developed to equip staff with the expert knowledge, skills and professionalism needed to provide quality advice and service in every country where it operates.

On-going staff training and support programmes cover essential skills, ranging from makeup, skincare and fragrances to special festivities, customer service and sales. During 2013, the focus has been on specialisation of store personnel, based on their expertise.

In Spain for example, a highly trained team of Marionnaud Makeup Professionals can be found working everywhere in the world of fashion. They have collaborated in special events with Dior, been in demand as makeup artists for several celebrities and have also done the makeup for TV shows such as Miss Lady Spain.

The Marionnaud Institut in France nurtures sophisticated beauticians who offer cabin facial treatment services to the beauty parlor-goers, the marketing team leverages this specialty service and makes it a staccato in the digital arena – the Blush YouTube series features real-life customers' interaction with beautician, gaining over 1 million viewers.



Marionnaud Institut was selected as the Best Institute Award winner for its service excellence.



Check out the latest episode of Blush online!

[goo.gl/voaE99d](http://goo.gl/voaE99d)





Meet & Greet mit  
**JUSTIN BIEBER**  
GEWINNEN

★ **JETZT GEWINNEN** ★  
Mehr auf [www.facebook.com/marionnaudswiss](http://www.facebook.com/marionnaudswiss)  
oder in deiner Marionnaud-Filiale.

ALBUM  
OUT  
NOW

**BELIEVE**

Marionnaud



Watch the  
commercial on  
Youtube

youtu.be/f12ie  
C1Agt



## top notes

### TO SEDUCE

In Switzerland, for example, to strengthen its position in the fragrance market Marionnaud tempted customers with the promise: "Capture the spirit of me ... we'll discover the perfect fragrance for you". The campaign featured real people in real streets in real cities to reflect the personal nature of fragrance choice.

If musk is the most seductive note in perfumes, the equivalent element in marketing must be celebrity. Marionnaud Switzerland saw this as an opportunity to build up social media buzz by launching the "Justin Bieber Meet & Greet" digital initiative in 2013, successfully attracted over 300,000 fan page visit on Facebook, recruiting over 20,000 fans cost-efficiently with very encouraging sales results.

# *promixity* BOTTLED

Marionnaud stays close to its customers through innovative and targeted marketing, customer relationship management (CRM) and digital campaigns to keep customers energised, reinforce Marionnaud's luxury positioning and broaden the client base.

In Romania and Switzerland, the "Young Marionnaud" campaign appealed to younger customers, offering an assortment of semi-selective brands and introducing new categories to create choices for youthful customers – and those on a budget. The tone of voice of the campaign created specially targeted to the younger generation, helping the brand to reach a wider range of customers.

To capture the business opportunities from the metrosexual men in Austria, the "Men's Club" loyalty card was launched to attract new customers, providing tailor-made offer to such specific group of customers.

Thanks to these activities speaking in the target audience's voices, Marionnaud to date has earned the trust of over 19 million loyalty-card customers.

**19 million<sup>+</sup>**  
loyalty-card customers



Download the iOS App  
of Marionnaud France's  
loyalty programme!

[goo.gl/aaE98d](http://goo.gl/aaE98d)

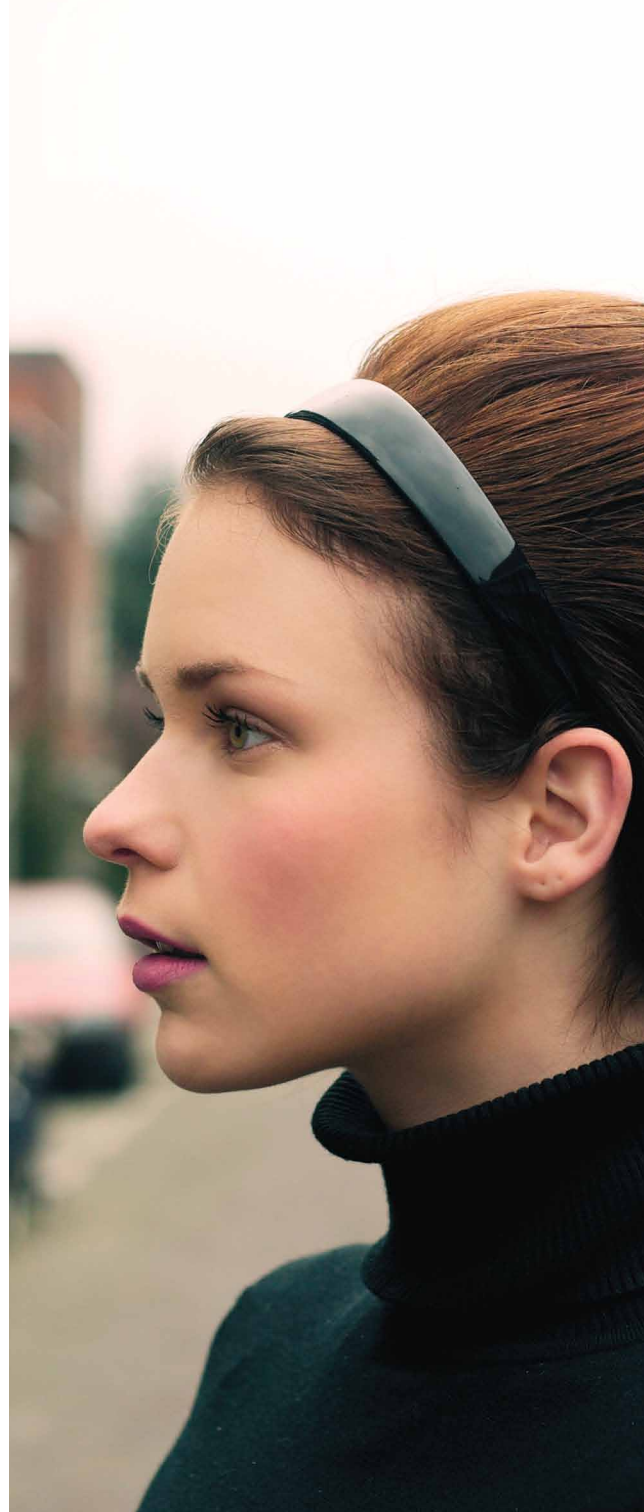
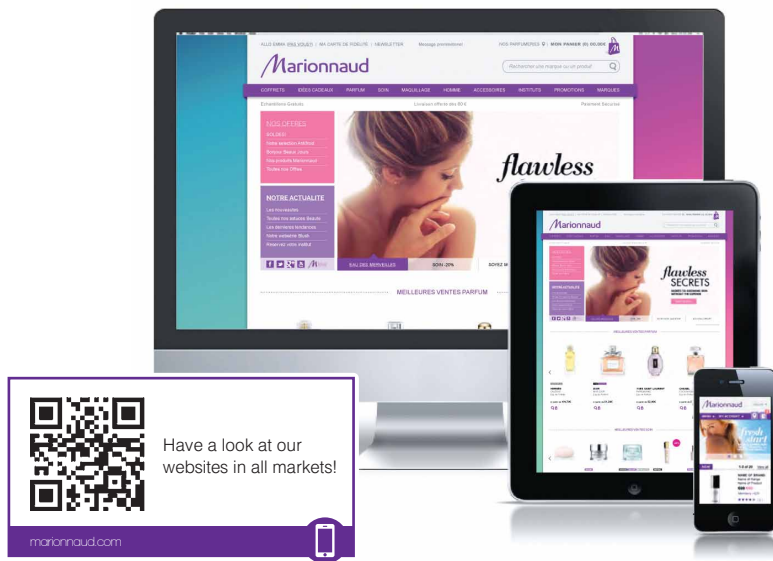


# *holyland* OF BEAUTY

From the tremendous efforts the brand has put into its campaigns, there is no doubt that Marionnaud is a significant distribution platform for beauty product launches, providing an important place where customers can discover the latest offerings by luxury brands.

And through the brand's modern e-commerce websites in France, Switzerland, Austria, Italy, the Czech Republic, Slovakia and Spain, Marionnaud ships beauty products to customers around-the-clock, offering a significant business potential for the brand's supplying partners.

And when it comes to festive giving, there is no better place to find the perfect gift to indulge and pamper loved ones. Marionnaud stores feature special corners that offer out-of-the-ordinary gift sets along with supplier's recommended "best-buys", strengthening the brand's position as the top-of-mind gifting destination.



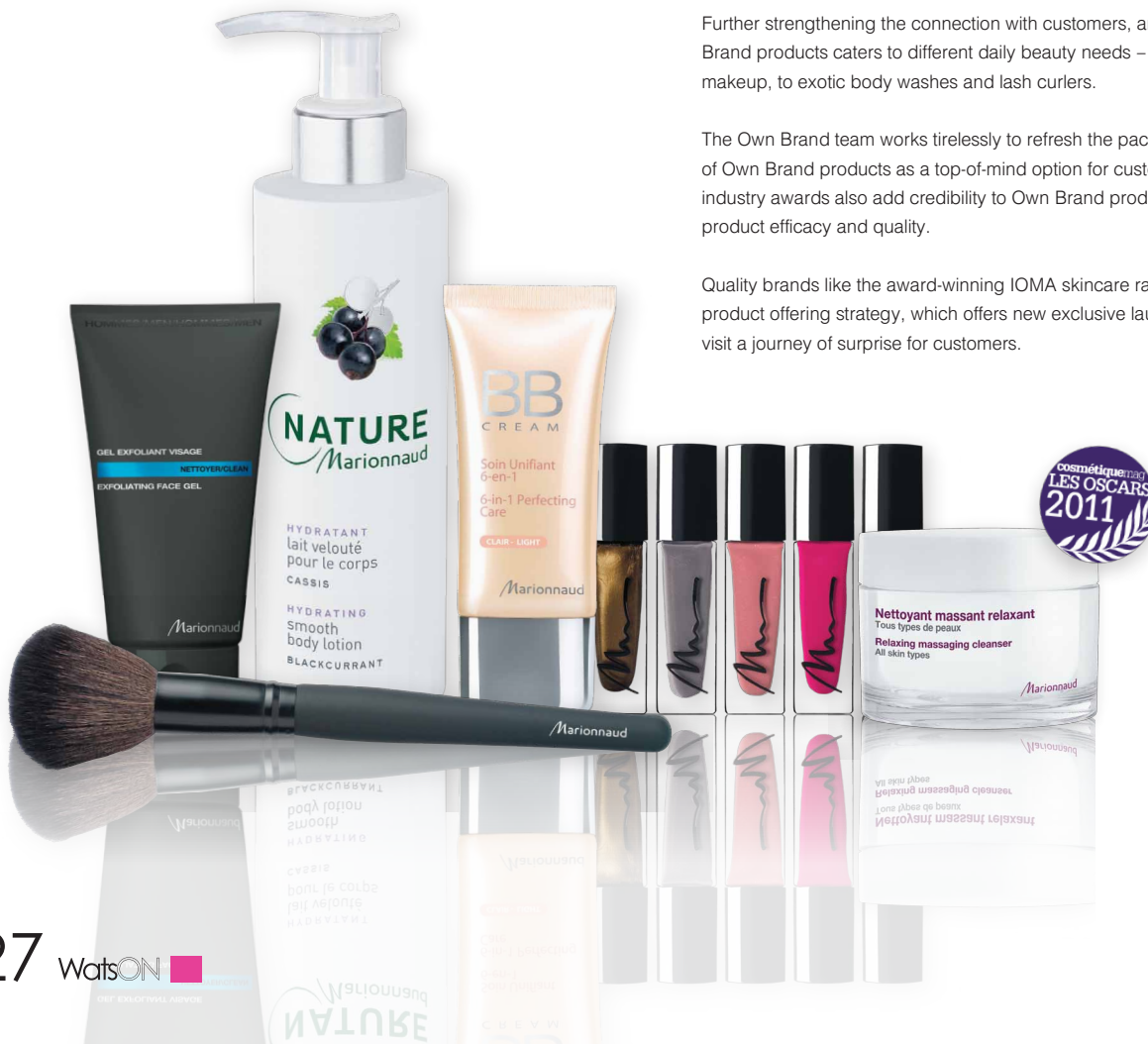
## ALLURE WITH ITS *own persona*

While steeped in the traditions of style and luxury, Marionnaud is forward-looking, constantly seeking to enhance the brand expression and experience.

Further strengthening the connection with customers, an extensive family of Marionnaud Own Brand products caters to different daily beauty needs – from hydration skincare and seasonal makeup, to exotic body washes and lash curlers.

The Own Brand team works tirelessly to refresh the packaging design, formulation and assortment of Own Brand products as a top-of-mind option for customers in the market. Recognitions from industry awards also add credibility to Own Brand products, giving customers full confidence in product efficacy and quality.

Quality brands like the award-winning IOMA skincare range also plays a part in Marionnaud's product offering strategy, which offers new exclusive launches to Marionnaud, making each store visit a journey of surprise for customers.



# ribbon ON TOP

Customers always enjoy new experiences that excite and seduce them to shop and buy.

One way to rejuvenate the experience is through new flagship store formats such as the Champs-Elysées store, the Paris Convention store and the new airport store in Zurich, Switzerland.

These outlets are at the cutting edge, broadening the boundaries of the modern retail experience and serving as models for other store refurbishments, such as the one at the recently opened Westend shopping mall in Budapest, Hungary.

Marionnaud has succeeded where few others have: perfecting the delicate blend of high-end luxury products and services with high-street accessibility, making it truly the place for shoppers to discover and reveal their "Beautiful me".

Marionnaud



Paris Champs-Elysées Flagship



Pilot store concept on Rue des Martyrs, Paris



Skincare store concept at Convention, Paris

# The **BEST** in bird's nest

**Watsons China** launched a brand new Bird's Nest series of beauty products in September and introduced the popular Taiwanese artiste Michelle Chen as its new spokesperson. Besides changing its packaging, the new Bird's Nest series brings to customers a new five-in-one beauty experience that includes whitening, moisturising, anti-oxidising, tightening and brightening properties, pampering facial skin for women at all ages.

watsons



## Beauty and the **BRUSH**

**Kruidvat** introduces a new series of seven professional makeup brushes featuring high quality bristles that keep their shape and do not fall out. Sitting nicely in the hand with wooden handles, natural-hair brushes are specifically designed for the application of eye shadow, eyeliner, blushers and bronzers while synthetic-hair brushes are ideal for the application of concealers, foundation or highlighters. To better maintain its quality, don't forget to clean the range with Kruidvat Professional Brush Cleaner!

© Kruidvat

## A romantic **INDULGENCE**

This autumn, **Watson's Wine** is partnering with the famous French dessert group Paul Lafayet to present the "Indulge in Love" series. Filled with surprise and freshness, the "Puppy Love" perfectly pairs the Berries and Macaron Tart with Gunderloch Nackenheim Rothenberg Riesling Spatlese 2011. The complex layers of flowers, mango and honey flavours of the wine go well with the pastry base, while the tropical fruit characters in the wine mingle perfectly with the mixed berries. The beautiful pairing not only tempts diners' taste buds but also allow love and romance to flourish!

Watson's Wine





# POMEGRANATE magic

Having upgraded with ECOCERT organic ingredients and formula, the signature Pure Beauty Pomegranate Antioxidant skincare range is relaunched in **Watsons Taiwan**, providing better protection of collagen reserves and helping skin rejuvenation with antioxidant benefits. A social media campaign was launched to invite Facebook fans to try out the new products and share their experience with famous bloggers, which was proved to be a successful campaign with over 30,000 page view rate in just a week!



## The brand you can **TRUST**

Watsons believes that earning customers' love and trust is to the brand's success. That's why **Watsons Singapore** has worked hard in the past years to ensure that all Own Brand products are undergone a long stretch of quality assessments to achieve the highest standards. A heart-warming communication campaign themed "You'll never be in better hands" has been run to show customers that their well-being is at utmost priority through the interaction of hands. The key message of quality assurance is well translated via various marketing and in-store materials, reinforcing Watsons to be "the brand you can trust".



Product	Price
Hand Soap	U.P. \$5.90
Nature's Olive Body Lotion 200ml	U.P. \$6.90
Steam Cell Vitamin Mask	U.P. \$17.90
<b>NOW!</b>	<b>\$2.00 ea</b>
<b>NOW!</b>	<b>2 for \$9.00</b>
<b>NOW!</b>	<b>2 for \$25.00</b>



## Naughty but nice

**Superdrug** adds a little bit of fun by launching "Cheeky" from the established Cowshed brand. Set to hit the shelves in Superdrug stores this winter, the range is presented with the style and humour you would expect from Cowshed, with a naughty-but-nice flavour. Comprising 21 nail paints and a range of 14 fun and freshly scented products across body care, hair care and cosmetics, the Cheeky products are playful, friendly and a perfect fit for Superdrug.





Watsons Thailand - Local Market Cleaning & Trees Planting



Watsons Turkey - Fundraising at 35<sup>th</sup> Eurasia Marathon



PARKnSHOP Hong Kong - Food Angel Programme - The making of nutritious meal boxes to the needy



# A.S. WATSON Global Volunteer Day 2013

## PASSION IN ACTION!



ICI PARIS XL Belgium - SOS Children's Village Renovation - Leo Van Welij (right), Regional Managing Director of ICI PARIS XL joins other volunteers to give a new look to the garden



Marionnaud Czech Republic & Slovakia - Early Christmas Party for Orphans in Children's House Ledce - A day of party fun for the children from orphanage to feel the love of the festive season!



Watsons Taiwan - Love In Her Programme - Moderate exercise is the most helpful way to relief stress and depression!



**40** business units  
**20,000+** participants  
**150+** activities  
**30,000+** service hours  
 Served **14,000+** people

**PASSION** in action

2013 marks the third year of the A.S. Watson Global Volunteer Day, motivating our global operating markets to engage staff and family members to share our love and care through volunteering. Themed at "PASSION IN ACTION", 40 business units have joined hands to transform their passion into actions to enhance the community well-being through this annual initiative.

This year we have invited our event participants from around the world to tell us their great GVD stories behind their images, demonstrating how volunteering gives us self-esteem, life satisfaction, and connection to our community to make it a better place. Visit the GVD Photoblog to share the joy of volunteering!



A.S. Watson Group Hong Kong, Watsons Hong Kong, FORTRESS, Watson's Wine, Watsons Water, Nuance-Watson Hong Kong - Barrier-free City Orienteering 2013

Our Responsibility



We all complete the challenge!



SHE MADE IT! The team cheers when a rehabilitative patient team member wins a game



Ready to go!



Watsons Indonesia - Visit to Orphanage



Watsons China - Elders' Home Visit



PARKnSHOP China - Giving to Rural Schools



Watsons China - Fun Games with Children from Low-income Communities



Watsons China - Hun River Clean-up Day



Watsons China - Guangxi Primary School Visit

## Beneficiaries included...

- Children in schools, orphanages and hospices
- The elderly
- Underprivileged families
- Patients and healthcare institutions
- The mentally and physically challenged
- Local communities
- Animals and the environment



Watsons Philippines - Operation Smile Project



Watsons Malaysia - Visit Aquaria with Children from Promise Home



Marionnaud Italy - Gucci Chime for Change - Communicating the solidarity work to customers!



Superdrug - Fundraising Day at Stores for Marie Curie Cancer Care



Superdrug & Savers - Fundraising Day at Distribution Centre - Happy apple bobbing for fundraising!



Marionnaud Romania - Visit to the Peris Orphanage



Marionnaud Spain - Fight against Eating Disorders



Marionnaud Switzerland - Nature Conservation in Local Community



Kruidvat & Trekpleister - Maintenance for the Children's Hospice in Gland



Drogas - Road Safety Talk with Pre-school Kids



Watsons Ukraine - Maintenance for Down's Syndrome Children Rehabilitation Centre



The Perfume Shop - Padstones Children's Refuge Maintenance



Spektr - Children's Day Out to the Dolphinarium



## Run for **FUN & LOVE**

Proudly reaching a 1,500 store network in China, **Watsons China** celebrated the milestone for a good cause. Dressed up in funny costumes, staff members and business partners joined the charity fun run in Guangzhou, raising over RMB300,000 for Sowers Action to support its mission in developing a better study environment for the underprivileged children residing in rural villages in Yunnan. Love is spread around through this special occasion not only to customers but also to those in need!

watsons

## You **NEVER DRINK ALONE**

**Watsons China** demonstrates its commitment to love its customers and also the Earth. Sparing no effort to promote a healthy, sustainable lifestyle and the scarcity of water resources, the brand partnered with the Earth Water charitable project to create a brand new look for the package of Earth Water with the theme "You Never Drink Alone". 10,000 specially-designed Watsons Earth Water were displayed and available for sale in 60 stores in Beijing, Shanghai and Guangzhou to promote water conservation to customers.

watsons



## Care for **SENIORS**

In November, **PARKnSHOP Hong Kong** launched a special offer for Senior Citizen Card holders, to offer 10% off discounts to the elderly for purchase of any Own Brand products, including Best Buy, Select and Imperial Banquet on every Wednesday starting November.

PARKnSHOP



Malina Ngai, JP (1<sup>st</sup> from left), A.S. Watson Group Director of Operations, Investments, International Buying & Communications, jointly officiate the kick-off PARKnSHOP's 40<sup>th</sup> Birthday Charity Campaign with representatives from the charity and its celebrity spokesperson

## FOOD FOR THOUGHT

To celebrate its 40<sup>th</sup> anniversary, the "PARKnSHOP 40<sup>th</sup> Birthday Charity Campaign" continued to raise funds for its long-term charity partner Food Angel, the food-recycling and assistance programme. The campaign attracted over 6,500 products and donations valued at more than HK\$660,000. Food Angel's Community Outreach Food Assistance Program provides care and support to the underprivileged through home visits and food assistance. The programme also provides working and training opportunities for grass-roots women and the unemployed.



## 3 MILLION and counting!

In October the **Kruidvat**'s loyalty card achieved a new milestone hitting over 3 million registrations two-and-a-half years after its introduction!

Members can redeem their points for free gifts, discounts on jewellery or day trips. Starting from October, points can also be donated online to designated choices of beneficiaries.



## SMILE for brighter future

**Watsons Philippines** launches a new meaningful initiative to extend its corporate social responsibility and involvement with the community. The "Operation Smile" project provides free reconstructive surgery to Filipino children with cleft lips and cleft palates. In August, 123 Watsons volunteers participated in a medical mission to assist 52 beneficiaries and their parents in conducting the surgeries, helping to transform their lives for a hopeful future and realising Watsons' mission of making people to look good and feel great!





## Strengthen **EMPLOYER BRAND**

**A.S. Watson** Human Resources leaders from across Asia attended the annual HR Leadership Team meeting in Singapore. With the theme of “Build an engaged winning team to strengthen our employer brand”, the meeting provided a valuable interactive platform for best-practice sharing, discussions on implementation of cost-effective and sustainable engagement initiatives. The team also gained useful insights from the data of a recent ASW Employee Engagement Survey, turning them into practical action plan.



Agnes Chan (4<sup>th</sup> from right, front row), Director - Group Human Resources (Asia) of A.S. Watson Group and Daniel Teo (5<sup>th</sup> from right), General Manager of Watsons Singapore, lead the delegates to visit the Ngee Ann City flagship store in Singapore



## A Guide to **HR EXCELLENCE**

Group Human Resources Asia has recently published “**ASW** HR Functional Capabilities”, designed to further enhance the professional competency of contemporary Human Resources practitioners. The nine core capabilities can be widely applied to various HR operations including Development, Recruitment, Performance, Management and Succession Planning of HR teams to align with HR strategies.

The initiative will be further enhanced by learning and development opportunities, including workshops, reading materials and e-learning sessions to ensure full understanding and sharpening of capabilities within the HR Community in Asia.



## Beat the **BEAD**

**Kruidvat** and **Trekpleister** aim to offer customers the finest selection of products while limiting their impact on the environment. Such belief powers up the brands to join the Plastic Soup Community's "Beat the Micro Bead" campaign, taking steps to eliminate micro plastics from their Own Brand products. Micro plastics are minuscule, non bio-degradable plastic balls added to scrubs and shower products which can end up polluting the sea. With the brands' concerted efforts, customers will be able to enjoy a more sustainable, environmental-friendly product range.



Teacher and students from the "Green School Pilot Programme" showcase their green achievements in the kick-off ceremony

## Schools go **GREEN**

**PARKnSHOP** launched its "Green School Programme" in the new school year, inviting more than 550 primary schools and special schools in Hong Kong to apply for green projects funding. The programme aims to nurture students' awareness of environmental protection, participating schools can apply for up to HK\$5,000 funding for the categories of sustainable farming, energy efficiency, waste reduction and recycling.



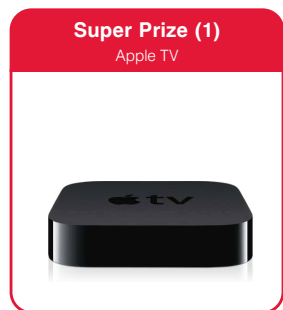
# SUPER QUIZ

## Answers

to Issue 89

## Questions

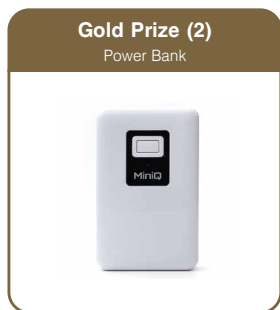
- 1) What is the message of 2013 A.S. Watson Global Volunteer Day?
- 2) Where is the new Marionnaud Paris flagship store opened in France?
- 3) What milestone did Watsons Water celebrate this year?



Sponsored by



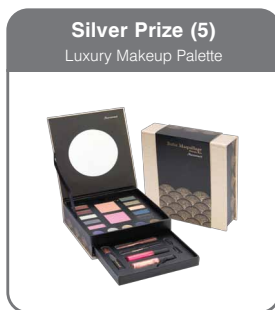
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International Buying  
Shared Buying Services

1) 60%

2) Sarah Lee

3) Watsons

### Super Prize (Smart Watch & Chest Belt)

#### Name

#### Company & Department

- |                               |                    |
|-------------------------------|--------------------|
| 1. Loreta Noreikaite-Zieziene | Drogas - Marketing |
|-------------------------------|--------------------|

### Gold Prize (Luxury Makeup Palette)

#### Name

#### Company & Department

- |                     |                             |
|---------------------|-----------------------------|
| 1. Cat Wong         | ASWG - Human Resources      |
| 2. G.Mechelse-Teeuw | Trekpleister - Store 1342F2 |

### Silver Prize (Accessories Set)

#### Name

#### Company & Department

- |                         |                                     |
|-------------------------|-------------------------------------|
| 1. Mireille Krechting   | ASWG - Netherlands Finance          |
| 2. Sonya Tawse          | Superdrug - Health and Safety       |
| 3. Wong Kam Yuk, Sally  | ASWG - IT                           |
| 4. Natthiya Tr          | Watsons Thailand - Operations       |
| 5. Marije Bekke         | A.S. Watson Benelux - Replenishment |
| 6. Luk Sze Wai, Valerie | Nuance-Watson Hong Kong             |
| 7. Matteo Fumagalli     | Marionnaud Italy - Finance          |
| 8. Tai Kwok Sui         | FORTRESS - Store 6020               |

## Superquiz goes digital! Deadline: 28 February, 2014



You can now have the chance to win Superquiz even when you are on-the-go! Just scan the QR code and you may submit your answer for Superquiz from your mobile.

You may also access the website on computer through the link below:

[watson-superquiz.aswatson.com](http://watson-superquiz.aswatson.com)

Or you may send the **completed** entry form in print to:  
Group Public Relations, A.S. Watson Group  
11/F, Watson House, 1-5 Wo Liu Hang Road, Fo Tan, Shatin, New Territories, Hong Kong

Name of Staff Member: \_\_\_\_\_ (ENG) \_\_\_\_\_ (CHI)

Company and Department: \_\_\_\_\_

Address: \_\_\_\_\_

Employee No.: \_\_\_\_\_ Contact Tel No.: \_\_\_\_\_ Signature: \_\_\_\_\_

A1: \_\_\_\_\_ A2: \_\_\_\_\_ A3: \_\_\_\_\_



# SHAPING the future of Scientific Excellence

A new era of research and innovation in science, engineering, and life sciences is opening in China with a joint venture between Israel's prestigious Technion – Israel Institute of Technology – and Shantou University (STU) to build a new academic facility in Guangdong Province, next to STU campus.

The Technion Guangdong Institute of Technology (TGIT) – sponsored by the Li Ka Shing Foundation (LKSF) with a US\$130 million grant, which is the largest ever to the Technion and one of the most generous in the history of Israeli higher education. TGIT will begin offering undergraduate programmes in civil and environmental engineering and computer sciences in the 2014 academic year. During the campus construction, the inaugural group of TGIT students will spend the first two years of studies at Technion in Israel, and will all come back to Shantou in their third year, in order to cultivate the culture of innovation locally.

"In this new world of fluid boundaries, the fast changing, fascinating, and transforming power of technology sometime does seem to wave like a magic wand, bringing new models and opportunities to many frontiers and generating new solutions to entrenched problems at a pace that is often hard to keep up with," said Mr Li during the signing ceremony. "Our responsibility is to invest in reforms in education that unlock that genius and enable the continuing realisation of human potential, building a knowledge rich society and securing a sustainable quality of life for all. Failing to do so amounts to a crime against the future."

Founded in 1912, Technion has earned a global reputation for its pioneering work in nanotechnology, life sciences, stem cells, water management, sustainable energy, information technology, biotechnology,



Mr Li (5<sup>th</sup> from left) and Guangdong Governor Zhu Xiaodan (6<sup>th</sup> from left) shake hands after witnessing the signing of a Memorandum of Understanding

“ We hope that by combining our research methodologies with the scale and resources of China, we will create a major research institute that will help **not only China and Israel**, but also **mankind** in general. ”

Professor Peretz Lavie,  
President of Technion

materials engineering, aerospace, industrial engineering and medicine. It is one of the top 100 universities worldwide, based on the prestigious Shanghai ranking, and one of the only 10 universities in the world that have built and launched satellites. Three Technion professors have won Nobel Prizes in the past nine years.



Professor Alon Wolf (left) shows Mr Li (right) the highly flexible Snake Robots, developed to help rescue workers gather information from unreachable or unsafe places in a disaster

## About A.S. Watson Group

With a history dating back to 1828, the A.S. Watson Group (ASW) has evolved into an international retail and manufacturing business with operations in 33 markets worldwide.

Today, the Group operates over 11,000 retail stores running the gamut from health & beauty, luxury perfumeries & cosmetics to food, electrical & electronics, fine wine and airport retail arms.

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 100,000 staff and is a member of the renowned multinational conglomerate Hutchison Whampoa Limited, which has six core businesses - ports and related services, property and hotels, retail, infrastructure, energy, and telecommunications in 52 countries.

### Editorial committee

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