

# DATA DRIVEN GLAM

As Pond's ushers into a new era, **Pratik Ved, Skincare Head, Beauty & Wellbeing, Hindustan Unilever Limited**, discusses the brand's marketing vision, and its commitment to integrating science in beauty

BY ARYAN KHANNA

**Q] Pond's is entering a new era. Could you tell us more about what this transition entails?**

We are all acquainted with India's growth story, which has also fuelled rising aspirations. And wherever there is aspiration, there is a booming beauty industry. Across different consumer segments, one thing is clear— people want real, science-backed solutions. As we step into this new era, our goal is to leverage Pond's expertise to deliver products that truly work for our consumers. It's an exciting time for the industry in India.

**Q] How did you plan your communications strategy for this new era, and what mediums did you use for promotions?**

We came out with a vibrant communication, which featured our brand ambassadors Kiara Advani and Keerthy Suresh. A big push here is that we are trying to showcase our focus on science and research. Pond's is a large brand with significant impact across various consumer segments, which allows us to employ a diverse marketing strategy. Due to our scale and size, we use different mediums. Though we primarily use TV, we are quite active on Digital as well. We also strategically use events and collaborations with influencers. Overall, we are using a 360-degree approach. In the next few months, you will see a lot of activity in the market as we aim to effectively reach all our target consumer segments.

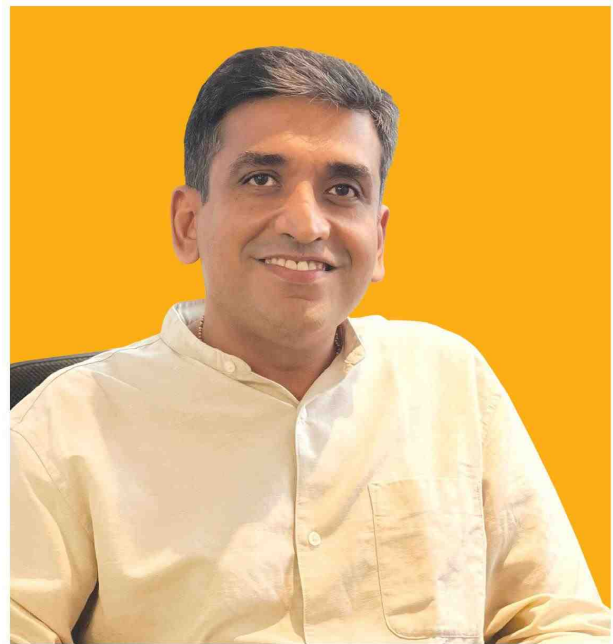
**Q] Who is your primary target audience for this era?**

Being the go-to beauty brand for consumers across India, we have skincare solutions for consumers across all ages, demographics, geographies, lifestyles, and skincare needs. Our scale is such that it caters to multiple, diverse consumer segments. We have the strength of a wide portfolio that offers targeted solutions for the specific skincare needs of our customers.

**Q] What are the new products that you have launched as part of this new phase?**

We have four new platforms, which we also like to address as our four pillars in terms of product architecture. They are— Age Miracle, Sun Miracle, Bright Miracle and Hydra Miracle— and they cater to different needs. Depending on the consumer's skincare needs, or the problem they want to solve, they can choose from our range of products. Each one is backed by potent ingredients and proven science.

**Q] What is the role of science and research in the workings of Pond's?**



Science is the backbone of Pond's Skin Institute. Globally, we have a team of 700 researchers, many of whom are in India, focusing on understanding the Indian skin and creating products tailored to it. Our products often undergo 12 to 18 months of development to ensure they provide real solutions. R&D, science, and product technology are central to everything we do at Pond's, a tradition rooted in our history of delivering effective solutions. This commitment is evident across our team, from marketing to R&D, and we take pride in how it reflects in our products.

**Q] In the face of increased competition in the beauty industry, what measures are you taking to evolve the brand's legacy?**

At Pond's, we recognise the brand's legacy, and the responsibility we have to carry it forward. Our approach has always been to understand our consumers and anticipate their future needs. We start by identifying the problems our consumers face, particularly as their lives become more hectic and their skin is exposed to more aggressors. From there, we design science-led solutions to meet those particular needs. The consumer's needs have always been our guiding light, and this focus has served us well so far. We are committed to continuing this approach.

**Feedback:**

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