



**New global strategy for KATE:
Top Chinese actor Eddie Peng kick-starts the TOKYO RED campaign
as exclusive brand ambassador**

Tokyo, Japan – January 28, 2019

Kanebo Cosmetics has launched a new strategy for its global strategic brand KATE in China. The strategy kicked off with a campaign to introduce Kanebo's TOKYO RED lineup in December 2018. Stepwise campaign promotions in China are expected to steadily strengthen the identity and presence of KATE in China as a starting point and over the whole areas of Asia.



■ **Launch of the KATE global strategy**

KATE is a global strategic brand marketed by Kanebo Cosmetics in eleven countries and regions throughout Asia, including Japan.¹ Kanebo changed the brand logo to KATE TOKYO in February 2014 to mark the start of a global campaign. As a Tokyo-born brand that has grown into a global presence in Asia, KATE is lauded for

both its “cool and sharp” image and outstanding product quality.

To accelerate further global growth, Kanebo Cosmetics has embarked on a new strategy in China. Media communication is tailored to fit the local market with the established KATE image. True to the “No more rules” slogan, the campaign introduces makeup ideas to liberate the inner personality in



¹ Japan, China, Hong Kong, Malaysia, Myanmar, Philippines, Singapore, South Korea, Taiwan, Thailand, Vietnam

every woman.

The campaign was kicked off in December 2018 with the release of TOKYO RED as the first step of a lipstick campaign to promote KATE COLOR HIGHVISION ROUGE. Further campaigns introducing other strategic items will be conducted in stages up to 2020.

■ The TOKYO RED campaign: First stage in a new global strategy

The TOKYO RED campaign makes the most of the unique attractions of KATE brand products by projecting a strong feminine image marked by an adventurous, exploratory spirit with a cool, independent outlook on life. The KATE brand ambassador signed on for the new strategy launch is the male actor Eddie Peng, a superstar throughout the Chinese-speaking world. “The men of China have a tradition of presenting lipsticks to their sweethearts as gifts symbolizing beauty and romance,” explains Wenji Lee, marketing manager for KATE in China. “By signing up Eddie Peng, KATE has chosen a brand ambassador with a mature, sophisticated persona that appeals to dynamic, independent-minded women.” A full-scale campaign centered around online advertisements with Peng was launched in December 2018, with added poster and billboard displays in and around flagship stores in Shanghai and the rest of China.

Following the start of the campaign on December 12, PV is estimated to have reached 450 million through APP advertisements (TIK TOK etc.), SNS, and billboards. Travel-related retail activities is also being strengthened as the brand becomes borderless, with linked promotion activities held in duty-free stores at Narita and Kansai international airports and duty-free outlets in Seoul.

■ The KATE brand ambassador for China

Chinese name: Peng Yu Yan

English name: Eddie Peng

Date of birth: March 24, 1982

Occupation: Actor

Main movie roles:

- Starred in *Jump, Ashin* (2011)

- Starred in *Rise of the Legend* (2015)



■ Campaign products

All ten colors in the KATE COLOR HIGH VISION ROUGE range



Product features:

High coloration rouge that spreads smoothly over the lips in radiant colors that stay in place with a single application.

Date of release (in China): September 1, 2018

Main retail outlets:

China: Leading department stores, international chain stores (Watsons, Sakura Kobo, Cocokara Fine, Aeon, etc.), cosmetics retailers, Tmall flagship stores

Japan: Drugstores, general merchandising stores, cosmetics retailers, select online shop

Duty-free stores: Narita Airport NAA, Kansai International Airport AAS, duty-free stores in Seoul and duty-free stores in Hong Kong airport.

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Press contacts: <http://www.kanebo.com/pressroom/contacts.html>