



Imperial Leather has been in consumers' bathrooms for generations. Today, while we're still all familiar with the original Imperial Leather bar of soap and its little metallicised label, the brand has grown to the extent that at any given moment, thousands of people all over the world are using a product from Imperial Leather's extensive washing and bathing range.



Market

Imperial Leather is a key player in the UK's personal washing and bathing market. In 2009, this market was worth an estimated £492 million (Source: Nielsen March 2009) and is in slight growth year-on-year.

With more than one in five UK homes now having two or more bathrooms (Source: GB TGI BMRB 2006/07) and UK consumers living busier lives (for example, making more visits to the gym) there has been an increase in shower usage occasions while bath usage has decreased. Imperial Leather, with its extensive portfolio of affordably luxurious, feel good, rich lathering products, is well positioned to continue to tap into this growth.

Product

Imperial Leather's product range includes shower gels, Foamburst shower gels, bath foams, hand washes, deodorants and talcum powder as well as its famous bars of soap. The range is aimed at the whole family,

with products designed to give a trusted, feel good, luxurious washing and bathing experience at an affordable price.

Achievements

When Imperial Leather launched its innovative Foamburst range in 1998, it was the first shower product in a can that dispensed as a gel and transformed into a mass of rich creamy lather. This market-leading development has proved to be hugely popular with men, women and children alike.

Ten years on, Imperial Leather continues to launch innovative products. 2008 saw the introduction of Skinbliss, an ultra-mild moisturising bodywash targeted specifically at young women looking for an indulgent shower experience. It offers significantly softer, smoother skin in comparison to the leading shower gel (Source: Skin Investigation Technology December 2007). Skinbliss won Bronze in the Best Bath and Shower Launch category at the 2008 Pure

Beauty Awards, with judges praising its moisturising ability.

Over the last year, more than one in three people in the UK purchased at least one Imperial Leather product (Source: TNS) – the equivalent of more than 17 million people. It is now the leading washing and bathing brand in many key markets across the globe and can be found in countries including the UK, China, Australia, Nigeria, Greece and Indonesia.



In the UK the brand has moved its manufacturing to a new multimillion-pound facility in Agecroft, with significant improvements in efficiency of production and enhanced benefits for the environment.

Recent Developments

In 2008 Imperial Leather relaunched its entire range with a contemporary design and livery, further embracing its family-oriented positioning.

This followed on from the successful launch of the brand's Limited Edition range of shower gels and bath foams in 2006. Further Limited Edition products were introduced in 2007, followed in 2008 by Hawaiian Spa and Icelandic Spa variants. 2009 sees the launch of a new Limited Edition range inspired by the feel of luxurious fabric against the skin – Sumptuous Satin and Sensuous Silk. With a creamy blend of textures and complementary fragrances, the products are designed to leave skin feeling soft, pampered and smooth.



Promotion

Imperial Leather was one of the first brands in washing and bathing to recognise the potential and power of advertising.

By 1946, Cussons was spending £100,000 supporting the brand – an enormous sum at the time. Predominantly choosing to advertise in the popular women's magazines of the day, Imperial Leather's advertising campaigns used a series of specially commissioned paintings featuring orchids, tropical fish, miniature gardens and roses. Furthermore, Marjorie Cussons, the marketing-minded daughter of the company's founder, introduced gift sets at key purchasing periods.

During the 1950s, cinema's popularity led Cussons to place commercials on the big screen, in advance of the featured presentation, to convey the brand's everyday luxury credentials.

The brand was also one of the first to commit to TV advertising. Imperial Leather's first TV commercial aired in 1959 and featured a mother and daughter using Imperial Leather. It is this investment by Imperial Leather and other similar brands that led to the coining of the phrase 'Soaps' in relation to advertiser-funded TV drama.

The famous Imperial Leather 'Family' campaign was launched in the 1970s. Whether travelling across the Russian Steppes in the Imperial Train or flying high in their Imperial Leather Spaceship, the family always found time to enjoy a luxurious soak in their decadent mobile bathroom.

The brand's latest TV campaign celebrates 'the hug', showing people from all walks of



life 'getting closer to the ones they love'. The campaign also gives consumers the opportunity to send a personalised e-hug via the internet, with more than a quarter of a million people using the service at Imperial Leather's huggableskin.co.uk website during the campaign launch.

To support the launch of Skinbliss, 2008 saw the launch of the 'Skin Is In' creative. An outdoor, fashion-led campaign, it featured 20ft images of Imperial Leather's Skinbliss model displayed in city centre locations across the UK. The brand enhanced its fashion strategy by sponsoring an episode of Britain's Next Top Model, filmed in the Argentinian Salt Lakes, a first for Imperial Leather.

Brand Values

Imperial Leather is a leading quality washing and bathing brand aimed at families. The brand understands the importance of the family bond and believes in developing quality products for everyone at an affordable price.

imperialleather.co.uk

Things you didn't know about Imperial Leather

Contrary to popular belief, the metallicised label on each soap bar should face downwards not upwards, to keep the bar fresh in the soap dish.

The shape of the Imperial Leather bar has not changed since its inception; it was developed to mirror that of saddle soap used by the Russian Imperial household to clean its riding tack.

More than 60 million bars of Imperial Leather soap are sold every year. If these were placed side by side they would stretch the entire length of the Great Wall of China.



1768	1938	1940s	1950s-60s	1970s	1998
Russian nobleman Count Orlof challenges perfumers, Bayleys of Bond Street, to create a perfume that embodies the distinctive aroma of the Russian court.	Imperial Leather is brought to the UK by Cussons, introducing the British public to the 'Eau de Cologne Imperiale Russe' fragrance.	Manufacturing operations expand rapidly. Marjorie Cussons, the pioneering daughter of the company's founder, is responsible for energising public interest in the brand.	Production expansion continues with the addition of manufacturing sites in Manchester and Nottingham.	Shower gel is introduced to the product range.	The innovative Foamburst shower product range is launched, packaged in a rust-free can rather than a bottle.

2000s	2002	2008	2009
Imperial Leather collaborates with The Tussauds Group, sponsoring 'Bubbleworks' at Chessington World of Adventures and 'The Flume' at Alton Towers.	Imperial Leather is a key sponsor of the Manchester Commonwealth Games.	Manufacturing moves to a new, multimillion-pound facility in Agecroft, improving production efficiency and reducing its environmental impact.	PZ Cussons opens a £26 million innovation centre in Manchester, demonstrating its continued commitment to forward thinking and local industry.