

“Beauty lies within...”

Shiseido introduces a new advertising message for 2017

Based on its corporate mission of “inspiring a life of beauty and culture,” Shiseido is committed to helping all people around the world pursue personal beauty as they desire, thus contributing to creating a brighter society.

To promote this concept, we have launched a new advertising campaign for 2017. Its theme is exploring the power of beauty displayed by various individuals pursuing different lifestyles around the world. We are communicating this theme broadly with the slogan: “Beauty lies within... And every time we bring it to light, we make the world a little brighter.”

We kicked off the campaign on New Year’s Day across newspaper advertising pages in Japan. This attention-grabbing debut will be followed by expanded publicity activities taking advantage of various opportunities. As a key promotion tool, two versions of an advertising image have been created to embody the common tagline: one containing a symbolic cityscape of Tokyo’s Ginza, where Shiseido originated, and one presenting social diversity such as nationality, gender and age.

Plan for 2017

On January 1, 2017, Shiseido launched on its official website a new campaign page to introduce the company’s activities for helping different types of people pursue their inherent beauty (<http://www.shiseidogroup.com/corporate-theme/>). On the same day, the New Year’s campaign ad was placed in a total of 50 newspapers in Japan (national, regional, prefectural). Following this, promotion activities will be carried out using another image featuring the smiling faces of people of different nationalities, genders and ages, taking advantage of various opportunities, including corporate publications such as the annual report and posters used in corporate sponsored events.

Advertising Visual

The New Year’s campaign ad features Yuka Mannami, Brand SHISEIDO’s newly chosen main model for 2017 and beyond. Highlighting her with a big smile against the background of the main street of Ginza, the image is a dynamic expression of vibrant beauty. Meanwhile, the layout of the image to be used for activities to follow in the wake of the initial announcement has been designed to feature people of different nationalities, genders and ages around Mannami, who is positioned at the center. Each visual has a bright smile, implying a rich diversity of beauty reflecting different lifestyles and values. Both ad images reflect our respect for diversity, particularly in the definition of beauty, and our commitment to fulfilling our corporate mission of “inspiring a life of beauty and culture,” thereby serving individual consumers and the society in which we operate.

Main model

Yuka Mannami

Born on August 23, 1991 (age 25)

Born in Mie Prefecture. Started her career as a catwalk model in 2015 and within two months was gracing the catwalks at Fashion Week in Milan and Paris. Appearing in global magazines and

advertising campaigns, she is currently one of the industry's most closely watched models.