



WEB  
BEHAVIOUR  
SPECIALISTS

CASE STUDY: PANTENE

# Global Search strategy





# Pantene

A well-known world-class brand for haircare products.

The product line was first originally introduced in Europe in 1945 and it is now the leading shampoo brand in 90 countries all over the world.

## Products

Shampoos, conditioners, styling products and treatments that fight damaged hair and split ends for strong, shiny, healthy hair

## Objective

Product awareness and online sale

## Target audience

Women in their mid-to-early 40s, who are invested and proactive in living a healthy lifestyle

## Online presence

90 countries all over the world



# The Challenge

Global Search strategy

## New website

Because a new website had been developed, Pantene's search strategy was no longer relevant, and WBS was asked to develop a global search strategy, to include a PPC strategy and SEO.

## Objectives

The main objectives of the search strategy were:

- Develop a global PPC strategy – to be adjusted by local markets for local content
- Create a SEO content strategy and identify universal and local content for each market
- Research and identify keywords for on-page optimisation



# The Solution

## Keyword research

WBS performed detailed keyword research for 20 markets in 20 languages, grouping them into relevant categories and categorising them by customer intent.

Keyword categories were grouped into (a) universal content that could be created for all country websites, and (b) local content that should be created only for a specific country.

Consumer Consideration Stage	Healthy Hair			Healthy & Beautiful Hair		Beautiful Hair	
	Hair Concerns	Healthy Lifestyle	Hair Treatments	Hair Products	Brands	Hair Styling	Hair Styling tools
SEE	Hair loss Dandruff Itchy scalp Split ends Damaged hair Re-growth Frizz hair Anti-aging	Diets Vitamin supplements				Women's hairstyle Men's hairstyle Special occasions News & trends Celebrity hairstyles Tips and how to Hair types Haircuts Hair dyes & colouring	Brushes & Combs Scissors Dryers Accessories Hair Extensions Wigs
THINK			Leave-in/rinse-off 2-in-1 Brazilian blow dry	Shampoos/conditioners Oils/keratins Vitamin products Texturizers/moisturizers Creams/lotions/waxes/mousses/serums Salon products Straighteners & relaxers			
DO					Pantene Pantene + product Pantene + collection Competitors		

Related  directly related to the brand  
 Extended  somehow related to the brand

Example – for illustration purposes only





# The Results

## Content calendar, content recommendations for the new website & global Paid Search strategy

WBS created a content calendar marking which content should be created as base content for the new website, as well as content to be created regularly (based on seasonality during the year). A content calendar was planned for the following 12 months.

WBS also audited Pantene's current websites and prepared recommendations/checklists for the development team on what needed to be taken into account from the SEO perspective when creating the new site.

The Paid Search global strategy was divided into global themes, e.g. brand, products, hair concerns, style & trends. Local nuances were also taken into account, such as celebrities and initiatives.

WBS recommended KPIs to track, and designed dashboards for the global team so that there was visibility into Paid campaigns across all markets in a unified manner.

Pantene used all WBS recommendations when creating new websites and in the design of their local PPC activities. Unfortunately, global contracts of its parent company precluded Pantene from allowing WBS to bid on actually running the Paid Search activities.



# The Testimonial



WBS came highly recommended to me, and I would recommend them to anyone looking for a solid Search agency.

They are technical masters in the fast-changing world of Search, and were patient to educate my team and I during the assignment. New to haircare and complex global markets like Japan, I was impressed by their learning speed and capacity to become proficient in the category so quickly.

They have a small, flexible working team that partner closely with customized solutions and have been a joy to work with.



**Global Pantene Brand Manager | Maurice Png**





# About WBS

## Driving business performance

We are a team of multilingual digital marketers offering a wide range of digital marketing services tailor made for your business. We help our clients meet their digital challenges & we take pride in forming lasting relationships with them. We are all about numbers and results. Here are the most important ones about us:

**53**

Running campaigns  
in 53 countries

**100k**

100k conversions each  
year for our clients

**100%**

Google  
certified team

**12**

We speak 12  
languages



# Get in touch to discuss your digital marketing needs

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