

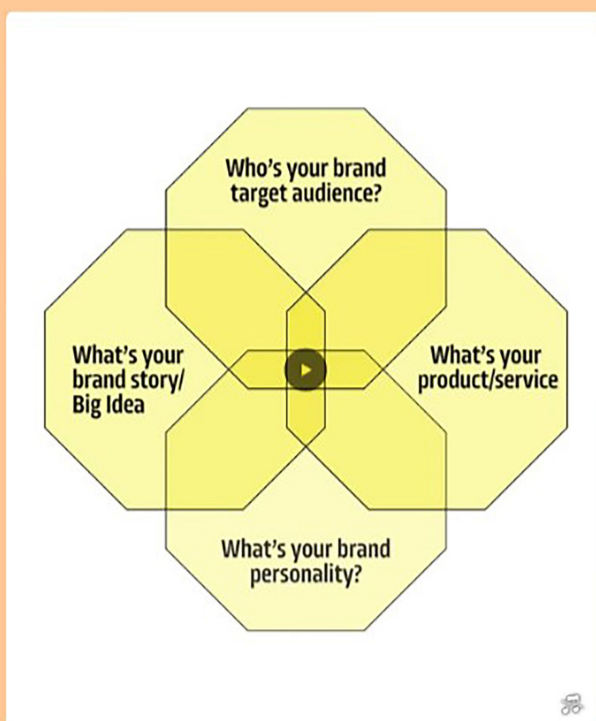
BRAND STRATEGY & DESIGN | INSIGHT PRO



Fast-Growing Cosmetic Label Strengthens Market Position with New Premium PROfessional Brand Extension

Insight Cosmetics has thrived in the Indian market for over a decade. To better serve existing customers and captivate new beauty enthusiasts, the company is launching Insight PROfessional—a premium line offering exclusive, professional-grade solutions and benefits.

Design Horse Branding Agency conducted an in-depth **study of consumer behavior**, purchase drivers, and perceptions of premium cosmetics. Through qualitative research, we uncovered that products endorsed by professionals are universally perceived as superior quality. This insight inspired the name PROfessional, symbolizing creativity, excellence, and premium performance. The new range embodies our commitment to professional standards, empowering consumers to experience salon-level results with every application. Elevate your beauty routine with Insight PROfessional.



Hook / Metaphor

Insight PROfessional Cosmetics

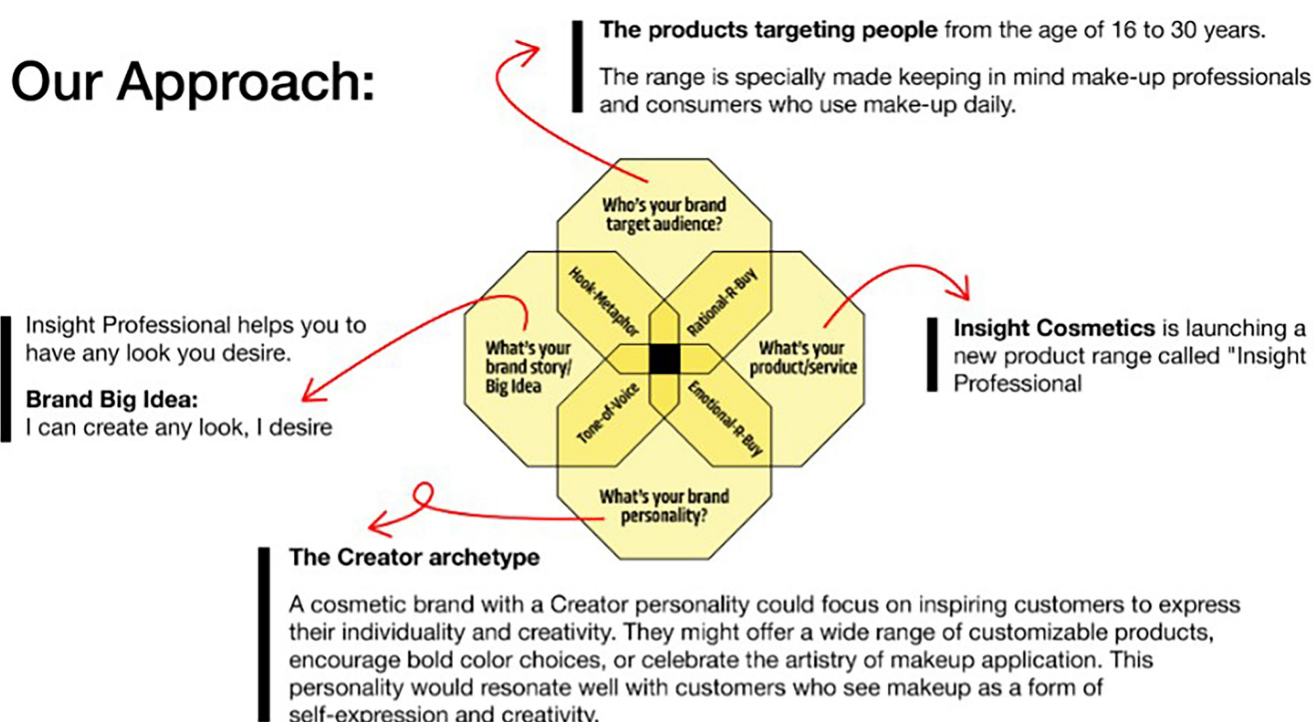
A brand hook is a memorable phrase that captures attention. Insight PROfessional Cosmetic "Create any look you desire," placing you in the spotlight, "Spotlight is a Metaphor".

Tone-of-Voice

Insight PROfessional Cosmetics

The brand's personality is the Creator, so its tone of voice focuses on inspiring customers to express their individuality, unleash their creativity, and craft desired looks with Insight PROfessional Cosmetics.

Our Approach:



Rational-R-Buy

Insight PROfessional Cosmetics

High-quality formulations ensure skin health and protection, dermatologist-tested ingredients offer safety assurance, long-lasting wear provides value, customizable shades; clean formulas.

Emotional-R-Buy

Insight PROfessional Cosmetics

Feel empowered, confident, beautiful, and expressive; celebrate self-love, indulge creativity, boost mood, and embrace transformation and authenticity daily.



Design Horse crafted a **user persona**, defined brand positioning as professional quality at an affordable budget, determined **brand personality** (Creator archetype), and developed the **Brand Idea/Story**: "I can create any look I desire." This narrative empowers you to achieve any look with Insight PROfessional Cosmetics. The branding agency introduced a **brand hook/metaphor**—"spotlight"—and the phrase "Your crafted look places you in the spotlight." The brand's encouraging tone invites you to create any look you desire—because your creativity takes center stage.



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