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Beauty Brand Goody Returns to Marketing Arena

After Years of Silence, Marketer Hires Ad Shop Gotham, Rolls out New Products as Part of 'Transformation'

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NEW YORK (AdAge.com) -- After years of no marketing investment or agency relationships, beauty brand Goody is aiming to return in 2010 with a new look, new products and new ad agency.



Goody's new logo

The brand, owned by Newell Rubbermaid, recently invited ad shops to take part in a review, and in the end it tapped Interpublic Group of Cos.' Gotham, New York as its new creative agency of record.

In the final round of the pitch, which was managed by the Bedford Group in Atlanta, Gotham faced Interpublic sibling Carmichael Lynch and WPP's Grey, New York.

"We admire Gotham's experience and work they've done in the cosmetics category and with luxury brands," said Kim Hoelting, who has served as Goody's VP-marketing since 2008. Prior to that, she spent time at range of packaged goods and beauty companies, including Procter & Gamble, Johnson & Johnson, Frederic Fekkai and Victoria's Secret Beauty.

Ms. Hoelting said the decision to hire an agency to help market Goody comes as the brand is staging a transformation to go from what is a "functional brand for consumers" to a "modern, confident beauty brand."

Making an investment

"We've been working over the past year on strengthening the Goody brand, working on rolling out new packaging, a new logo and more. ... We have some phenomenal new products we're launching in 2010 that we really believe in, so we're making an investment in advertising to share our new products with consumers," she said.

Goody, which is based in Atlanta, was acquired by Newell Rubbermaid in 1993 and its portfolio currently consists of hair-styling tools and accessories, such as brushes, hair elastics and pins.

The new work from Gotham is expected to break in the first quarter of 2010, and the media plan includes an online, print and a TV assault. "We spent next to nothing in previous years, so we are definitely stepping up," said Ms. Hoelting, but she declined to share the spending figure.

For Gotham the win caps a solid year in terms of new business; 2009 additions to its roster of clients include [Best Western](#), [Hitachi](#), Hennessey Black, Reebok Apparel and Waterford crystal and china.

Goody isn't alone in its decision to hire an agency partner after long handling marketing in-house. While the recession has hampered many companies' marketing budgets, some smaller brands are taking the opportunity to boost their investments in advertising to reconnect with consumers.

After years of handling the bulk of its advertising in-house, work-wear brand Dickies this fall hired Goodby Silverstein & Partners, San Francisco, as its new creative agency. Golfing retailer Golfsmith has long relied mostly on its in-house agency, but last week handed all creative work except catalog marketing to GSD&M Idea City in Austin, Texas.

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