

Company: A.S. WATSON, Hong Kong

Nomination Submitted by: MARIONNAUD PARFUMERIES ITALIA SRL

Company Description: The A.S. Watson Group is a multinational retail and beauty group based in Hong Kong. It is one of the world's largest health and beauty retailers, operating a wide range of well-known retail brands in over 25 markets worldwide. The group's portfolio includes popular brands such as Superdrug, Kruidvat, Watsons, and Rossmann, among others.

Nomination Category: Website Categories

Nomination Sub Category: Industry - Retail

Nomination Title: AS Watson - Superdrug Retail Website

1. When was this site or blog first published?

July, 2022

2. Briefly describe this entry's communications objectives and how it met those objectives (up to 200 words):

Total 196 words used.

We are the UK's second-largest beauty and healthcare retailer, with over 830 stores across the UK and Republic of Ireland, including 200 in-store pharmacies. We offer a wide range of beauty and healthcare products and services, always striving to care for our customers inside and out.

Innovation is at the heart of what we do. We launched the Superdrug Marketplace, a platform where customers can shop over 10,000 new items from eco-conscious and independent sellers, including handmade products from the UK. Alongside our strong beauty offering, we also provide a wide healthcare section, including the Online Doctor service, where customers can book appointments and receive medical support remotely.

Shopping with us is easy and inspiring. We aim to offer online the same experience of the offline shop, so customers can enjoy tools like our Online Skin Analyser for personalised skincare advice or get real-time support from our in-store Beauty Experts via live video.

Clear site navigation, flexible payment options, and personalised bundles make it simple to buy across categories like beauty, health, and fashion. Plus, with exclusive online offers and a vibrant community review section, customers can shop confidently and find what suits them best.

3. List the appropriate creative and production credits for this entry:

Attachments/Videos/Links:

[AS Watson - Superdrug Retail Website](#)



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