

CASE STUDY

A Luxury Beauty retailer uses Interactive Commercial Content to create desire & drive sales

ABOUT THE CLIENT

Coty is a world leading beauty company making cosmetic, skincare, fragrances, hair color and styling brands loved by many. Founded in 1904, Coty has gathered a unique savoir-faire and a drive for excellence. Coty Luxury is all about celebrating unlimited beauty in luxury fragrances, high-end skincare and color cosmetics products.

With a unique contemporary-relevant brand portfolio and the privilege to work with the current creative elite of the world, Coty sees their role is to fulfill our consumer's aspirations with sophisticated creative execution and an uncompromising quality of products and services.

OBJECTIVES

The client wanted to engage with the target audience to create awareness for Lancaster's Skin care products, and drive sales through a local e-retailer.

STRATEGY

With a beautifully branded landing page, inspired by a luxurious summer holiday, the brand has brought up the desire for summer skincare products by interacting with their target audience.

Whichit's Interactive Commercial Content (ICC), enabled the brand to learn more about their target audience, their skincare routine and product preferences, and also to offer them a tailored line of products suitable for their needs.

QUIZ STRUCTURE

The 1st question was chosen to captivate audience attention and create a desire for enjoyable tanning experience: *'Where do you go to enjoy the sun?'*

Dividing the audience into Beach tan lovers and City tan lovers' enables the brand to offer different products and tailor more accurate marketing messages.

The structure allows segmenting the audience by their skincare routines and preferences, allows the brand to approach each segment with more accurate message while re-marketing.



CLIENT:
Coty Luxury for Lancaster

SECTOR:
Beauty Retail

CAMPAIGN'S OBJECTIVES:

- **Gain actionable insights**
- **Increase Sales**

DATE:
23/06/20 – 11/08/20

DISTRIBUTION CHANNELS:
Social:
Facebook, Instagram

TARGET AUDIENCE:
Location:
Belgium, Netherlands
Gender: Female
Age groups: all groups

INTERACTIVE CONTENT TYPE:
Quiz

ENGAGE CARD (Call-to-Action):
Redirect

CAMPAGIN STRUCTURE

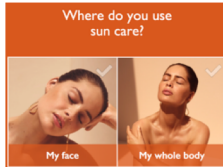
1st Question:

Audience segmentation



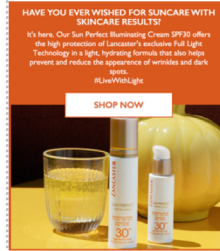
2nd-3rd Questions:

Learning more about the target audience product needs and usage



Engage Card:

Bespoke commercial message offering a tailored product



10,980

Unique Impressions



84%

Engagement Rate (NL)

73%

Engagement Rate (BE)



34%

Average Call-to-Action Rate (commercial action)

CAMPAGIN PERFORMANCE

Channel: Social (Facebook, Instagram)

Targeting: Belgium, Netherlands, All Age groups, Female

Delivery: Over 10K impressions

Result:

The creative created the exact desire needed to generate great engagement levels among the target audience in both targeted locations. 84% of the impressions on Netherlands and 73% in Belgium, has been converted to perform an action and engage with the interactive unit. Moreover, a **95% Completion Rate across all channels** points out the audience was keen to collaborate with the brand and enjoyed the interactive experience.

The Whichit Interactive unit with a tailored message, **converted an average of 34% of the viewers to take a commercial action** and navigate to the product page on the retailer website.

Insights:

Whichit's Analytics Dashboard provides campaign performance, actionable insights, and real-time optimisation data. By leveraging the data that exists particularly in the 'Votes Breakdown' section of the dashboard would allow the brand to learn more about the audience preferences in real time. Few of the important actionable insights that have been discovered:

- The votes breakdown points on THE BEACH as the most favourite location to get tan (75% in the Netherlands, 68% in Belgium)
- A TANNED COMPLEXION is the most important expectation of tan products' buyers, while sun protection has been discovered as less important to them.
- Another important insight has been discovered that the Belgium target audience cares more about daily protection routine and uses more FACIAL SUN CARE products than the Netherlands target audience.

RECOMMENDATIONS FOR NEXT CAMPAIGNS

The Whichit Questionnaire also gained **insightful data about the audience's preferences** and their preferred causes. After achieving the overall goal of gain actionable insights about the target audience, while increasing sales, the client is now able to utilise these learnings.

Through pixel implementation, the client is now able to **build micro audiences for each bespoke journey that should be high performing**. Building audience segments, and **targeting them with more personalised creatives, should deliver higher ROI**. This will be used to refine and optimise campaign messaging for future campaigns.

The Whichit Engage Card converted over 34% of the viewers to take a commercial action

95% of the participants across all channels have been completed the entire questionnaire

The brand gathered insightful data about their audience and now able to build micro audiences