

CASE STUDY//SNAPSHOT

CASE STUDY #01

THE CATEGORY// MEN'S LIFESTYLE

THE PRODUCT// LYNX SHOWER GEL

THE CLIENT// UNILEVER

THE CAMPAIGN// CLEAN YOUR BALLS WITH ZOO

THE STATS

READERSHIP// 322,000

REACH// 62,745

CORE TARGET// MEN AGED 18-34

CHANNELS// WEB, VIEWA, MOBILE, MAGAZINE

ROI INDEX// 3.8%

THE DELIVERY



LYNX SHOWER GEL SAMPLING
A quantity of 1,000 body buffer samples were exhausted within seven hours of the issue being on sale.

VIEWA VIDEO ACTIVATIONS
The eye-catching magazine creative prompted readers to view more than 100,000 videos from the supplied pages.



MAGAZINE
ZOO magazines 'BALLSIEST ISSUE' brought together LYNX's hilarious brand messaging (BALLS) with ZOO's tongue-in-cheek editorial voice.

THE CHALLENGE

LYNX wanted to engage with males by creating edgy content (the Sophie Monk balls videos) that they wanted men to share with their mates. It had to be quirky, fun and first-in-market.

THE SOLUTION

Create a partnership with LYNX where ZOO published its first ever ZOO "Balls" issue with LYNX ambassador Sophie Monk as the cover girl.

THE RESULTS

The sample form had to be shut down after only one day due to the overwhelming response in magazine.

THE TESTIMONIAL



Partnering with ZOO and using new technologies such as the ZOOTube to host the viral, along with the new viewa app to bring content to life, is a first for this product category and something we're very excited about.



Duncan Robertson, LYNX Senior Brand Manager at Unilever

A LITTLE BIT MORE...

THE CHALLENGE

The challenge was to take the video content ideas and deliver it in not only a magazine but the other channels as well. How do we get people to sample the product and build talkability behind the campaign?

THE SOLUTION

ZOO used the new ACP augmented reality application for iPhone and Android to bring the pages of ZOO to life.

Readers were able to see not only the original Sophie videos but additional Sophie Monk content created from the photo shoot, Balls videos of ZOO babes. Readers were able to request a sample of the product.

In the lead up to the campaign, ZOO sampled a LYNX shower gel bottle on the issue prior to the Balls issue as a teaser. Online additional content was featured on ZOOTube.

THE RESULTS

Duncan Robertson, LYNX Senior Brand Manager at Unilever, said: "We have worked closely with the team at ZOO Weekly to bring this campaign to life across a number of different platforms.

ZOO Weekly and LYNX are two maverick brands aimed at young men who like their humour sharp and edgy, and this campaign responds to that.

Partnering with ZOO and using new technologies such as the ZOOTube to host the viral, along with new viewa app to bring content to life, is a first for this product category and something we're very excited about."

EXTRAS



IN-MAGAZINE ADVERTORIAL AND VIEWA VIDEO ACTIVATIONS

ZOO Advertising created a unique in-magazine advertorial highlighting the 'Balls' theme for the LYNX campaign resulting in over 70,000 downloads of the viewa app for the week of the issue on sale.



BRANDING, SAMPLING AND VIEWA VIDEO ACTIVATIONS

The eye-catching magazine creative prompted readers to view more than 100,000 videos from the supplied pages and a quantity of 1,000 body buffer.

ZOO'S BALLSIEST ISSUE

ZOO magazine's 'BALLSIEST ISSUE' brought together LYNX's hilarious brand messaging (BALLS) with ZOO's tongue-in-cheek editorial voice. Tying in humorous editorial moments such as 'Girls play with balls' and 'Sports ballsiest blokes' amongst many other stories, helped to showcase ZOO magazine's breadth of editorial subject matter and ZOO's ability to cover interesting topical content.