

# CASE STUDY//SNAPSHOT

## CASE STUDY # 16

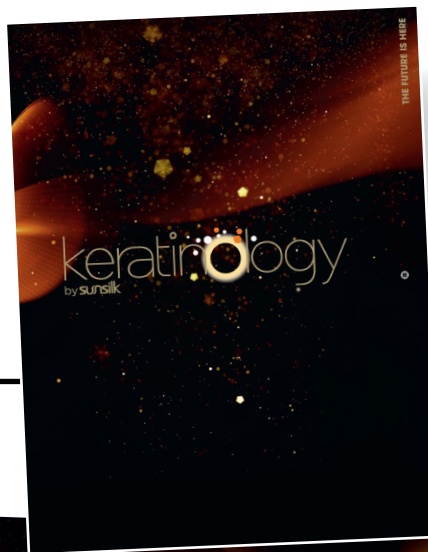
THE CATEGORY//BEAUTY

THE CLIENT //UNILEVER

THE BRAND//SUNSIK, KERATINOLOGY

MAIN CHANNEL//MAGAZINES

SUPPORT CHANNELS// ONLINE, TV AND EVENTS



## THE CHALLENGE

Educate women 25-54 on how salon-quality haircare is now available from Sunsilk, and ultimately drive purchase of the new range.

## THE SOLUTION

An innovative, magazine led campaign which included two first-to-market initiatives, a series of advertorials, the sponsorship of the hottest party of the year and extensive PR across television, print and online.

## THE RESULTS

The campaign was a huge success, delivering on both campaign objectives:

1. Increased market share
2. Loyalty repurchase measures were strong for such a new brand

## THE TESTIMONIAL

“ I have been very happy with how the plan was executed and it really delivered on what was promised. The plan worked to raise awareness and trial of the new range straightaway and delivered strong results, which exceeded expectations and over-delivered business goals.

George O'Neil, Marketing Manager, Unilever

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**THE CHALLENGE**

Keratinology by Sunsilk is a unique new haircare range, designed specifically to prolong the beauty of salon-treated hair.

An insight from an exploratory research study led to an approach to Unilever with an innovative campaign idea to launch Sunsilk's Keratinology haircare range.

Unilever expressed its interest in the idea and highlighted that the key objective of the launch was to announce to women 25-54 that salon-quality hair care is now available from Sunsilk, ultimately driving purchase of the new range.



**THE SOLUTION**

Marie Claire delivered a media first with the implementation of a tabbed Z folder execution. This format allowed the brand advert to be seen as soon as you picked up the magazine. Supporting this were a series of DPS advertorials with coverage from a co-branded pop-up salon bus that was highly interactive and tailored specifically for the launch of Keratinology.

To continue the momentum, Keratinology was the category exclusive sponsor of WHO's Sexiest People Party. This alignment gave the brand the on-trend vibe it was looking to achieve. Sponsorship entitlements included IFCS of WHO's Sexiest People issue, online coverage with sponsorship of photo gallery on who.com, tailored presence at the event, branding on all event collateral and extensive pre- and post-party PR.



**THE RESULTS**

The campaign was a huge success, delivering on both campaign objectives:

1. Drove purchase of the new range and increased market share
2. Loyalty repurchase measures were strong for such a new brand.

Other outstanding media results included:

- 72 PR mentions at a total value of \$4.07 million
- A media schedule that reached over 4 million readers

