

CASE STUDY//SNAPSHOT

CASE STUDY # 18

THE CATEGORY//HEALTH AND BEAUTY

THE CLIENT //PRICELINE

THE CAMPAIGN//I FEEL BEAUTIFUL

MAIN CHANNEL//MAGAZINES

SUPPORT CHANNELS//TV, ONLINE, IN STORE AND SOCIAL MEDIA



KISS & MAKE-UP

Create a flawless face with foundation and accentuate your features with a splash of colour

85% of survey respondents rate a natural look as a sign of beauty.

FIVE-MINUTE FACE

Whether it's for work or weekends, you don't need to spend a lot of time applying make-up to look radiant. To begin, smooth on a sheer foundation and rely on a concealer for extra coverage where needed. Keep eyes simple with a wash of beige or taupe eyeshadow and one coat of mascara. Finish with a hint of blush and a touch of your chosen lipstick or gloss.

1 in 4 women wouldn't be seen without foundation or concealer.

PERFECT MATCH

Finding just the right shade of foundation can be tricky. Always test the colour on your jawline to ensure your face matches your body. It's also a good idea to buy two bottles of base – a darker one for summer and a slightly lighter shade for winter, and then you can mix the two to achieve the perfect tone throughout the year.

34% apply blush to their cheeks every day.

ROSY GLOW

If you're looking a little pale or tired, nothing beats the instant boosting effect of a touch of pink powder. Fake a faux flush by applying it with an oversized blush brush from the apples of your cheeks and blending it up and outwards to your hairline.

48% of readers would like to know how to apply their make-up better.

Brush up: Models' Preferred Make-up Brushes, from \$7.99 each, available exclusively from Priceline.



TOOLS OF THE TRADE

A set of make-up brushes is essential for helping you achieve a professional result and, although the initial outlay may be costly, they should last many years with a little TLC. Each week, wash away bacteria and product build-up with a gentle shampoo. Then reshape the bristles and lay them flat to dry.

Source: I Feel Beautiful study, Pacific Magazines 2011

Source: I Feel Beautiful study, Pacific Magazines 2011



82% perfect their pout with a slick of lipstick or gloss to feel more beautiful.

THE CHALLENGE

Make Priceline the 'go-to' place for purchasing beauty products and deliver proof of the promise: 'Priceline – making Australian women feel beautiful...' and to achieve at least a 3.5% sales uplift for Priceline in March.

THE SOLUTION

A truly integrated, magazine led campaign incorporating a custom-built research survey, exclusive magazine-partnered launch events, in-store workshops and an extensive range of in-program and editorial content.

THE RESULTS

Exceeded sales targets and the I Feel Beautiful elements on the Priceline website delivered a 202% increase in year-on-year visits. All brand perceptions measures were higher than those not aware of the campaign.

THE TESTIMONIAL

“ Priceline's partnership with Seven West Media for the I Feel Beautiful campaign was significant because the two companies worked together to create a strong campaign that resonated with customers and media consumers alike, reinforcing Priceline's position as a leader in health and beauty in the Australian market. ”

Amanda Connors, Priceline Marketing Director

CASE STUDY # 18

THE CATEGORY // HEALTH AND BEAUTY

THE CLIENT // PRICELINE

THE CAMPAIGN // I FEEL BEAUTIFUL

MAIN CHANNEL // MAGAZINES

SUPPORT CHANNELS // TV, ONLINE, IN STORE AND SOCIAL MEDIA



THE CHALLENGE

Priceline's 2012 strategy was to cement their leading position in the Australian beauty market.

They wanted a campaign to be built around their four beauty product categories of Face, Body, Hair and Inner Beauty. The purpose of the campaign was to build a strong relationship between Priceline and Australian women, delivering on the promise: 'Priceline - making Australian women feel beautiful...'

Ultimately, they wanted to make Priceline the 'go to' place for purchasing beauty products.

THE SOLUTION

The campaign emerged organically from the findings of a custom-made research survey created by Pacific Magazines' research division, Pacific Insights. This survey asked women a series of tailored questions about what makes them feel beautiful, which products they use, which they don't use, and which they want more information on.

The findings revealed a plethora of real-life insights that formed the basis for the campaign, aptly named Priceline's I Feel Beautiful.

I Feel Beautiful was a truly integrated campaign across magazine, TV, online, in store and social media. We incorporated a custom-built research survey, exclusive magazine-partnered launch events, in-store workshops, and an extensive range of in-program and editorial content.

The campaign was divided into four weeks, each of which embraced a different Priceline product category (Face, Hair, Body and Inner Beauty). It was fronted by Ada Nicodemou from Home and Away, made possible through our TV partner Seven West Media.

THE RESULTS

- The campaign exceeded sales targets.
- 12,545 women completed the survey
- 178 Australian women took part in the marie claire consumer seminars
- IFB Booklet sold out at newsstands
- The IFB elements on the Priceline website delivered a 202% increase in year-on-year visits
- IFB segments on The Morning Show and Sunrise delivered to 1.2 million people

Of those aware of the campaign, all brand perceptions measures were higher than those not aware of the campaign, most notably - Priceline 'understands women' (+10%), 'feminine and modern' (+6%), 'personal service' (+4%) and 'confident and knowledgeable' (+5%).



SIMPLE STEPS TO FEELING GREAT

The link between inner wellbeing and outer beauty has never been stronger

Almost **half** of you agree that taking time out for yourself would make you feel more beautiful.

65% of respondents believe regular exercise would help them feel more beautiful.

1 in 2 of you say you feel you're most beautiful when you're happy.

TAKE A BREAK
No time for a hair-wash holiday? Book yourself a relaxing spa day, for one night. Or, if you're short on time, try a 15-minute facial at your desk.

DO A 10-MINUTE YOGA
Yoga is a great way to relax and stretch your muscles. Try a 10-minute yoga routine at your desk.

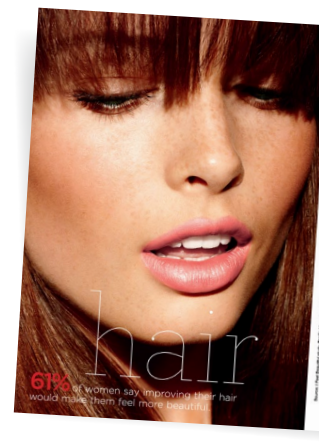
DO A 10-MINUTE MEDITATION
Meditation is a great way to relax and stretch your muscles. Try a 10-minute meditation routine at your desk.

30-DAY CHALLENGE
Make a commitment to yourself a 30-day challenge. It could be as simple as drinking more water, or as challenging as going to the gym every day. Whatever you choose, make it a goal that you can achieve.

GO AHEAD, SMILE!
Smiling is a great way to relax and stretch your muscles. Try a 10-minute smile challenge at your desk.

93% of you equate true beauty with happiness.

66% feel beautiful when I take some time to spend on myself, when life is balanced, and I have been eating well, exercising and putting me first.



THE MANE EVENT
The right cut and colour, plus a little styling know-how, are all that's needed to transform luscious locks into shiny, sexy strands.

1 in 2 women believe shiny hair helps boost their confidence.

2 in 3 women believe well-groomed styles make them feel more attractive.

90% of you say shampoo makes you feel more glamorous.

44% of those surveyed claim to use conditioning treatments before a big event.

WASH WISELY
Choose a shampoo that suits your hair type and condition. Use it every day, but only once a day. Rinse thoroughly with warm water. Use a conditioner to keep your hair soft and shiny.

TREAT YOURSELF
There's no need to spend a fortune on expensive hair care products. Try a 10-minute hair care routine at your desk.