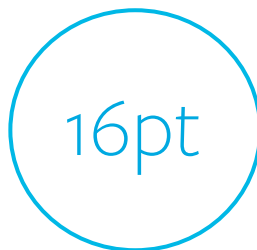


MAYBELLINE NEW YORK

Raising the Bar, One Brow at a Time

Maybelline New York used Instagram to raise the profile of eyebrow cosmetics in Australia, increase brand awareness, message association and product sales.



lift in brand awareness



lift in message association



uplift on Maybelline Brow sales*

STORY

Continuing a tradition of science and art

Founded by a young chemist in 1915, Maybelline New York creates innovative cosmetics that take trends from the catwalk to the sidewalk. Today, it's a leading global beauty brand, with more than 200 products available in 129 countries.

GOAL

Shaping brand perception

Maybelline New York looked to raise awareness and drive sales of Brow Drama mascara among 18 to 40-year-old Australian women. By highlighting eyebrows as an essential part of every woman's makeup routine, the brand ultimately aimed to position itself as the go-to brand for eyebrow makeup.

SOLUTION

Defining a local story

As a pioneer in both makeup and marketing, Maybelline New York was the first mass beauty brand to use Instagram advertising in Australia.

Maybelline made an important creative decision—to combine global assets with dynamic, local content for Instagram. The campaign featured photos of Australian model and Instagrammer Stephanie Smith demonstrating how sleek and sculpted eyebrows impact overall appearance. Stephanie gave the imagery an authentic and distinctly local flavor that resonated well with the female target audience.

By inspiring women to consider eyebrows as part of their daily makeup routine, the campaign drove a 16-point lift in brand awareness of Maybelline Brow Drama, a lift in message association and as part of the brand's overall media mix, achieved a 2.4x uplift on Maybelline Brow product sales.*

*The uplift on Maybelline Brow was 2.4x vs prior period during the full integrated marketing campaign. The Brow category increased +43% in average weekly sales (Aztec Census: average weekly Sales in \$ week 22/02/2015 vs average weekly sales in FY2014).

“Women are already using Instagram for beauty advice and inspiration, especially when it comes to new looks and trends. As a visual and creative platform, Instagram allows us to engage authentically with our customers while also profiling our products. It's a great match for us.”

Aurelie de Cremiers
Marketing Director,
Maybelline New York