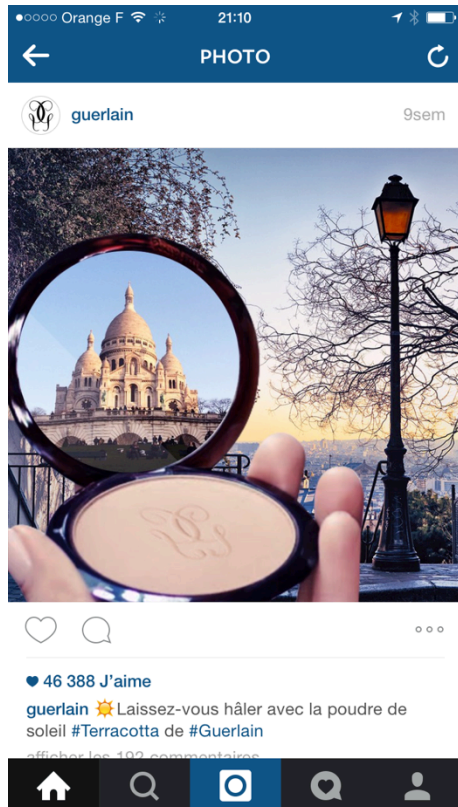


GUERLAIN

Guerlain's golden results for bronzer

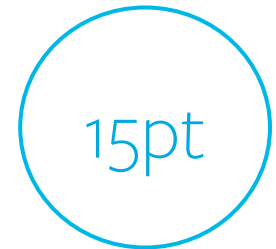
French beauty brand Guerlain turned to Instagram to redefine its iconic Terracotta bronzer for a new generation of beauty buyers, driving incredible ad recall and campaign awareness among young women.



people reached
on Instagram



lift in ad recall



lift in campaign
awareness

STORY

Luxury lineage

Founded in Paris almost two centuries ago, Guerlain is one of France's most enduring – and innovative – beauty brands. In partnership with Performics and Facebook's Creative Shop, Guerlain became one of the first partners to launch Instagram advertising in France in March 2015.

GOAL

Reaching beauty buyers

Terracotta is one of Guerlain's signature products, but it wanted to reinvent the popular bronzer as a more relatable product for a new audience. Instagram was the place to reach younger women and create a more lively brand image.

SOLUTION

Reflected glory

Armed with the insight that its heritage set it apart from competitors, Guerlain created a stunning campaign in which familiar Parisian locations such as Montmartre and Notre Dame were reflected through the mirror of a Terracotta compact, offering new perspectives on a much-loved city and brand.

The campaign drove a significant 23pt uplift in ad recall (3.8x the Nielsen online average), 15pt lift in campaign awareness (also 3.8x the Nielsen average) and a 5pt lift in brand association. The imagery particularly resonated with 13-17 year-old girls, who made up 29% of the audience and who saw a 7pt lift in brand association. Instagram is now a crucial part of Guerlain's strategy to reach the next generation of beauty buyers.

“As a luxury brand, Guerlain has a rich history of producing beautiful creative. But with Instagram, we now have the tools to distribute that creative with precise targeting and we can measure the impact with incredible accuracy. This is a game-changer for us and Instagram is a natural home for our brand.”