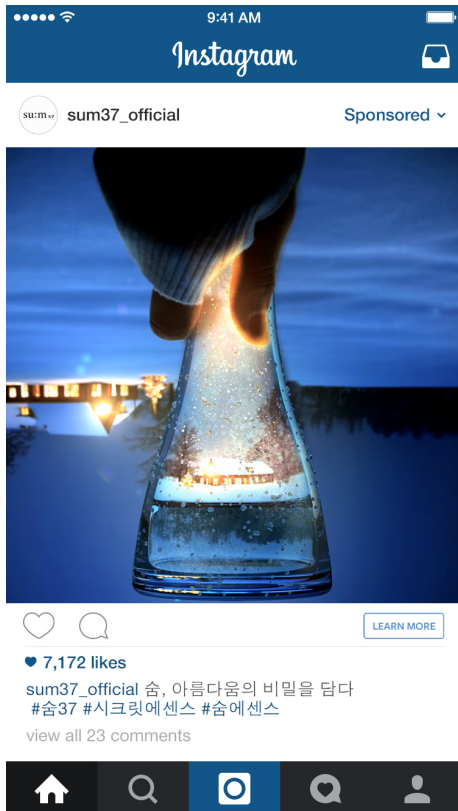


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BREWING INTRIGUE WITH VIDEO

The Korean skincare brand used video ads on Instagram to reach its audience and create a sense of mystery around its new formula.



video views in
one day



lift in
brand awareness



lift in ad recall

STORY

A recipe for beauty

From kimchi to skincare, fermentation is big in Korea. LG Household & Health Care, Ltd. is a Korean skincare brand that uses cutting edge science and natural fermentation to create products that help the skin breathe naturally and stay beautiful.

GOAL

A big launch

LG Household & Health Care, Ltd. wanted to use Instagram to connect with 20 to 30-year-old Korean women. It aimed to spark interest in its new S:um37 Secret Essence by telling a visual story.

SOLUTION

Creating mystery

Over three weeks, LG Household & Health Care, Ltd. ran link ads, carousel ads and 15-second video ads on Instagram featuring evocative product visuals. They shared imagery of their signature glass packaging artfully placed against natural backdrops, like a snowy cabin or the sea at sunset. The carousel ads gave the brand more opportunities to inspire people visually while driving them to its website. At the same time, the video ads played on the idea that natural beauty takes time to evolve, and subtly highlighted how S:um37 Secret Essence uses natural fermentation - an intrinsically mysterious process - to develop its skin beautifying properties over time. Paired-down copy and hashtags like #Sum37, #SecretEssence and #SumEssence helped build on the aura of mystery and awe.

While beauty may take time, the brand achieved some stunning results in just three weeks. It reached +7M people from its target audience, raised brand awareness by four points and achieved a 44-point lift in ad recall.

“Instagrammers – especially people from the beauty community – speak a highly visual language and are more open to visual content like video, which is what makes the platform such an attractive solution for us. Instagram is a place where brands have a huge opportunity to connect with their target audience in a unique and meaningful way.”