



# Promoting True Colors with Burt's Bees

To promote their new lip crayon collection, Burt's Bees turned to Instagram to boost awareness and increase ad recall with beauty enthusiasts. With such a robust beauty environment, they set out to capture the attention of their audience by showcasing the lip color portfolio in a way that fit naturally into the Instagram experience.



lift in product awareness



lift in ad recall

## STORY

### Good for you, good for us, good for all

Since its beginnings as a homegrown candle and lip balm company in Maine, Burt's Bees has stayed true to a simple idea: what you put on your body should be made of ingredients you can pronounce. Today, this iconic brand has over 150 personal care products and a continued mission to improve people's lives, naturally.

## GOAL

### From buzz to buy

Knowing that Instagram is a key place beauty lovers go to discover new products, Burt's Bees used the platform to build awareness for its lip crayon collection and ultimately to entice people to sample and buy the products.

## SOLUTION

### Showing true colors

Over a four-week period, Burt's Bees ran image ads targeting females 18-24 in the US. The ad creative visually showcased the different lip color options offered by the company. Fueled by the idea *Delight Up Your Lips*, each ad took a playful approach that showcased the crayons both in real life settings and in ways that highlighted their key attributes—like natural ingredients, breadth of colors and the precision of the lip crayon.

The campaign generated a 16-point lift in ad recall between control and exposed groups. Most impressively, the campaign drove a significant five-point lift in product awareness between the same groups. Overall, the lip crayon campaign was successful in achieving its objective: to build awareness of their lip crayon product with their target audience of young, beauty enthusiasts.

“*Burt's Bees recognized that Instagram has quickly grown into the go-to social hub for beauty enthusiasts to be inspired, to share and to find the latest beauty products, trends, and tips.*”

Melissa Sowry  
Digital Marketing Manager  
Burt's Bees