

Estee Lauder

Campaign: Estée Lauder

Agency: OMD

Year: 2012

Source: oOh!media

Objective: Raise awareness and trial of the new Even Skintone Illuminator product while transforming the perception of Estee Lauder among Australian women

Audience: Female, 25-64yrs

Strategy: Using premium landmark locations to match the brands quality positioning, oOhroad! enhanced television activity to announce the new product. oOhretail! connected the campaign, targeting consumers in a fashion mindset in key lifestyle precincts with proximity to department stores.

Results:

- Product awareness was +76% higher in the test market post campaign (vs. control market)
- Twice as many people felt close to the brand and +62% viewed the brand as younger (vs. control market)
- Post the campaign, purchase intent was +66% higher in the test market (vs. control market)
- In store sales were up 27% post campaign

