



DOUGLAS BEAUTY TESTER

HOW TO: CREATE WORD-OF-MOUTH FOR VALENTINO

USER-GENERATED CONTENT INCREASES BRAND AWARENESS

VALENTINO'S CHALLENGE:

More and more customers are making their purchase dependent on how other customers have rated the product. If a product has too few or even no ratings, it is difficult to sell. New products in particular face this challenge.

OUR APPROACH:

Together with Valentino, we planned a campaign with the Douglas Beauty Tester, in which we offered a social media affine target group to test the product. To get the best possible results, only those segments were contacted that had already shown buying preferences and also fit the profile through their demographic data.

THE RESULTS:

Die Douglas Beautytester Kampagne war ein voller Erfolg. The Douglas Beauty Tester campaign was a complete success. With more than 1,600 applicants for just 150 sendouts, the interest was high.

Consequently, the campaign's KPIs have not been a surprise. Not only the social post rate was over 30% which created an enormous social buzz via word-of-mouth, but there was also a 99% recommendation rate and over 120 new reviews on the product-detail-page in the online store.

