



AUDIENCE ADS

HOW TO: SUPPORT NEW PRODUCT LAUNCHES

CREATE ATTENTION FOR THE RELAUNCH OF A BODY BRAND

THE BRAND'S CHALLENGE:

The launch of a new product is always a special occasion and an important moment in the communication strategy. It is of particular interest to address the relevant target group while drawing attention to the product.

OUR APPROACH:

To best support the new launch, we focused on generating attention in the target group with a clear purchase intention in the skincare category. In addition to Audience Ads, we also planned additional campaigns with the Douglas Beautytester and the use of SPAs. The goal was to further increase brand awareness and to promote sales.

THE RESULTS:

The use of Audience Ads in conjunction with SPAs and the Douglas Beautytester showed convincing results. Not only were sales increased by 69%, but also the conversion rate rose by 16%. In addition, the market share developed positively and increased by 20%.



Results

SKYROCKETING SUCCESS

