

Background:

Every woman has the need to look beautiful and they look for all kinds of options and treatments to attain instant beauty. Conventional thinking dictates that it takes days or weeks for women to see visible results with skincare products, be it in reducing the look of wrinkles or achieving whitening success.

Olay's first product which satisfies the consumer need of Instant Gratification in Anti-Ageing - Wrinkle Revolution Complex.

Insight:

Build on the insight that women look for quick solutions and want to look good before any special occasion ; BA Madhuri shows how to get skin ready in 10minutes for all special occasions without having to spend hours in front of the mirror.

Communication Objectives:

- Drive undeniable proof of performance (10 minute challenge) to her
- Create excitement about Olay's innovative New product in the Regenerist range

Communication Strategy:

We devised a 360 degrees campaign executed in 3 phases.

- A) Building Brand credibility amongst Beauty editors/editorial teams by live proof of performance for the first time ever in each media House;
- B) Driving brand relevance amongst Consumers by a magazine association & trial of the product
 - Building Brand credibility amongst Beauty editors/edit teams
 - Driving brand relevance amongst Consumers
- C) Launched the product in an Media event with Influencer

Results:

- Drove credibility via proof of performance demo for Olay Regenerist Wrinkle Revolution Complex (WRC) launch garnering 431,062 USD earned media worth in India 1+ media and 30MM online media impressions. WRC has delivered 168ix vs booklets
- 100+ exposures in key print, electronic and online media channels
- 30 mins branded exposure in the top chat show of India's No.1 entertainment channel-Zoom
- India Today Woman, India's No. 1 Women's magazine Cover shoot with a 5 page branded story
- Strengthened the WRC digital waitlist from 11,000 to 32,627

Olay[®] REGENERIST

Wrinkle-free look in **10 minutes**

Showcasing the Live Proof of Performance to the Editorial Teams of India's Beauty Magazines

PHASE 1



Building brand Relevance amongst consumers through trial of the product

PHASE 2



Branded Stories across all touch points

PHASE 3

