

MAGNETIC

CLARINS CHOOSES MAGAZINE MEDIA PORTFOLIO TO PROMOTE ESTABLISHED & EXTENSIVE PRODUCT RANGE

Campaign activity drove extremely high levels of recall and reinforced trust in the brand



20 PLANT EXTRACTS

One.
With the Power
of Two.
Anti-ageing
excellence.

Double Serum

With the anti-aging power of 20 plant extracts concentrated into a unique double formula, Double Serum helps reveal millions of skin cells. With every application, skin's 5 vital functions are stimulated to reveal a visibly younger-looking you. After only one week of use, skin looks younger, firmer and more radiant.*

90% of women are convinced by its effectiveness.*

*Independent study - 28 women.

Visit www.clarins.com

CLARINS

AT A GLANCE

OBJECTIVE	Raise awareness and drive purchase
AUDIENCE	ABC1 Women
PLATFORM	Print, digital, social media, newsletters
MAGAZINES	Look, Marie Claire, InStyle, goodtoknow, Woman & Home
MEDIA AGENCY	ZenithOptimedia
PUBLISHER	Time Inc. UK

BACKGROUND

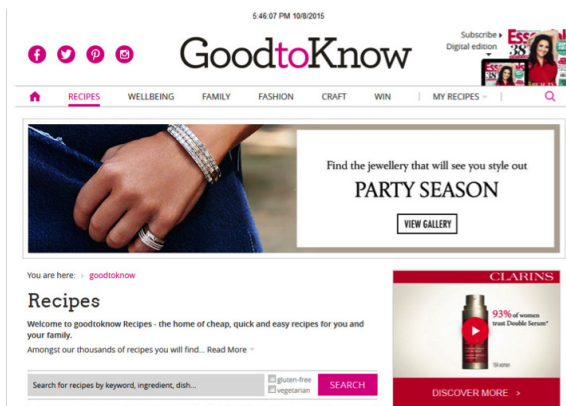
Although Clarins is already a well-established brand, they were keen to increase their positive appeal and trust amongst consumers. They wanted to engage consumers through informative advertising to increase awareness and understanding of their products and positioning.



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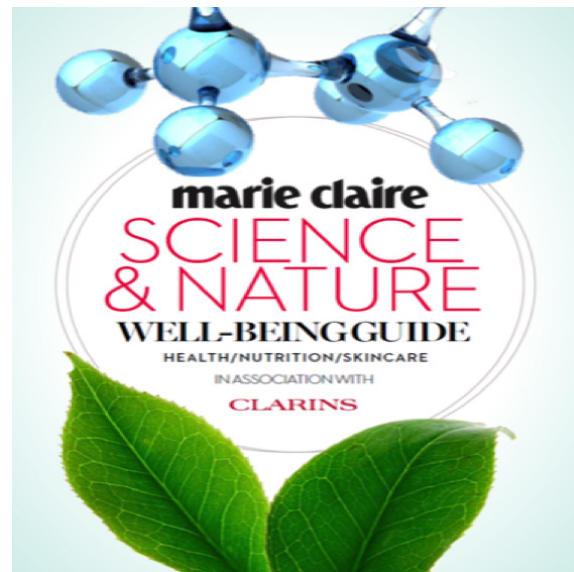
IDEA

A range of Time Inc. UK titles created editorial around the health and science of radiant skin, including the foods and activities that also contribute to beauty and a perfect complexion. Working closely with Clarins, the aim was to increase the credibility of the brand and offer more than just a surface solution to consumers.



EXECUTION

The multi platform campaign ran across multiple titles: Look, Marie Claire, InStyle, goodtoknow and Women & Home. It included both display and native executions. Social media and newsletters were also utilised.



RESULTS

The campaign activity drove extremely high levels of recall and reinforced trust in the brand as a result of the magazine campaign. Test and control research among Marie Claire, Look, goodtoknow, InStyle and Woman & Home readers proved the success of the campaign.

Impact of Campaign

- 83% of those exposed rated the campaign 6+ out of 10
- 48% wanted to find out more (vs. a benchmark of 43%)

Awareness

- Increase in prompted brand awareness by 143%

Brand Perception

- The study improved perceptions that "Clarins is a brand that answers my skin needs" from 23% unexposed to 47% exposed (an uplift of +104%)

Action

- 59% wanted to buy Clarins