

MAGNETIC

MAX FACTOR: 100 YEARS OF GLAMOUR

Max Factor chooses magazine media brands to create stand-out and engage consumers with their glamorous heritage

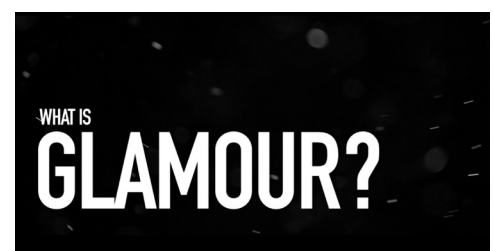


AT A GLANCE

OBJECTIVE	Raise awareness and drive purchase
AUDIENCE	ABC1 Women
PLATFORM	Print, digital, social media, newsletters, events
MAGAZINES	Look, Marie Claire, Instyle
MEDIA AGENCY	Starcom
PUBLISHER	Time Inc UK

BACKGROUND

For over 100 years Max Factor has been developing some of the most creative and iconic market-leading make-up products. Having built a legacy in glamour, Max Factor wanted to define what glamour is and how this has changed decade to decade.



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IDEA

Max Factor set out to illustrate 100 years of glamour and define it for the future, using their ambassadors, Gwyneth Paltrow and Marilyn Monroe, as well as bloggers and other industry experts. In partnership with three of Time Inc.'s biggest women's brands: Marie Claire, Look and InStyle, the titles enabled Max Factor to have an authoritative voice throughout the campaign via these trusted brands.



EXECUTION

A highly-targeted, expertly-crafted 12 month multi-platform campaign allowed Max Factor to showcase their market-leading credentials in the beauty category and really stand apart from the competition

The campaign included:

A glossy 12-page insert in Marie Claire curated by the magazines specialist team

A pop-up glamour studio at Westfield, where women could 'ask the expert' and receive a make-over by a professional make-up artist

An immersive cinema experience with a special screening of 'Breakfast at Tiffanys' hosted by Max Factor

Behind-the-scenes photoshoot with blogger 'Hello October' aka Suzie Bonaldi

Interactive web and social activity, as well as targeted newsletter mailings

Interviews with top beauty professionals from Marie Claire, Look and InStyle, exploring their definitions of glamour

RESULTS

The success of the campaign and delivery of its objectives is reflected in results. The campaign weaved a strong brand story for Max Factor, promoting brand perceptions of expertise, heritage and inspiration.

Pre-, mid- and post-campaign analysis showed a strong positive shift in perceptions following the magazine media campaign. Max Factor was strongly perceived as an expert in cosmetics, having rich heritage and inspiring to try new looks.

The campaign also promoted brand perception of quality and value for money. Max Factor was strongly perceived as a high quality brand and better value for money than its closest competitors. As well as decreasing its image as an old fashioned brand, whilst improving its credentials as an expert, glamorous, and a stylish brand.

Overall it can be seen that the campaign had a strong impact on delivering differentiation for this long established make up brand; providing a unique perspective on beauty today in a dynamic and engaging way for its target audience.