



Category:	Best Use of Best Use of Communication Management (Business to Consumer)
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Client:	Godrej UK (Bio-Oil)
Campaign title:	Skin Stories

Objective/Brief

Bio-Oil is the UK’s best-selling skin treatment for scars and stretch marks (IRI data). 11 years since its UK launch and with no NPD in the pipeline, the business goal was clear - Bio-Oil needed to protect sales revenue to retain market leader position by defending against own brand replicates, securing new customers and encouraging existing users to purchase more frequently. Through reasons beyond their control Bio-Oil doesn’t have a UK website; therefore social media presented the ideal opportunity to engage customers online.

The core objective was to grow an engaged social media community populated with compelling testimonials that communicated the different uses of Bio-Oil and stimulated intention to purchase. The campaign ran for 5 months from April-August 2013.

Due to the number of different uses, Bio-Oil’s target audience ranges from teenage girls (puberty stretch marks), women with scars, pregnant women and new mums and older women using it for dry skin. Therefore the campaign needed to appeal to a wide demographic.

Strategy

The strategy was simple – accelerate the Bio-Oil recommendation process by launching it in a social media platform. In doing so, it switched from people recommending it to their friends and family, to people recommending Bio-Oil to a public audience.

The campaign was built upon two core pieces of insight from consumer surveys and focus groups:

- A key part of Bio-Oil’s rapid success has resulted from people recommending it to each other
- 4 out of 5 women¹ think they are the only ones that have skin imperfections

All insight gathered was applied to Pegasus’ unique *Healthscapes* model to help determine the key influencers and drivers for our target audiences and set the strategic and creative pathway. *Healthscapes* helped to identify that behind every scar and imperfection there is a story, such as a tale of survival or falling off your bike as a child. We identified that these stories can be used to celebrate imperfections and turn a negative relationship into a positive and in doing position Bio-Oil as a trusted and supportive brand.

The campaign, *Every Body has a Skin Story*, was designed to facilitate peer to peer recommendation through social media to reinforce brand love in existing fans (drive repeat purchase) and inspire new people to try it. A secondary objective was to use the content generated to drive media coverage.

Smart objectives

Working closely with the client team a set of objectives were agreed upon that would demonstrate not only the success of the campaign in generating a number of agreed outputs (e.g. media coverage) but the outcomes in terms of the consumer engagement with the campaign and the resulting impact and contribution towards business goals.

1. **Engagement**
 - 500 ‘Skin Stories’ to be shared on Bio-Oil’s social media platforms
 - Achieve an above average (1.2%) social media engagement rate over the campaign period
2. **Amplification**
 - Secure 55 items of media coverage mentioning the campaign key messages

- Achieve a circulation reach in excess of 5 million
- 3. **Impact**
- Drive 20,000 new quality Facebook fans (with no significant drop off once the campaign ends)
- Demonstrate a positive impact on intent to purchase among at least 25% of the Facebook community

Execution/Implementation

Engagement with the campaign on Facebook and Twitter was driven via PR, digital and social media advertising as well as point of sale in pharmacies across the UK and extended reach from three charity partners (British Skin Foundation, Look Good Feel Better and the Iolanthe Midwifery Trust.)

Measurement was continuous through the campaign to take advantage of the real time social media analytics and allow activity to be developed according to response and engagement to key activities.

Facebook & Twitter

Facebook allowed people to share their story or read and engage with other people’s stories. £1 was donated to charity for each one shared. At the time, Facebook rules determined promotions (including charity donations) had to be entered off the timeline, therefore an app was used.

Facebook analytics were used to measure a number of elements throughout the campaign to allow us to take a ‘test and learn’ approach to the types of content that were driving the best engagement. Sproutsocial.com was used to delve deeper and explore the demographics of the Facebook community and track adjustable aspects such as the best time of day to post and the type of post that had the best response. We discovered that late afternoon posts and visual content generated the best impact.

The key metrics reported were the increase in page likes and the engagement rate – both the monthly overall average and the engagement rate of each post. The benchmarks for Facebook engagement were measured against a study of 60,000 Facebook pagesⁱⁱ. Sentiment of Facebook comments, tweets and third party posts was analysed manually by the team to check the community’s response to the campaign. Towards the end of the campaign, a survey (via survey monkey) of the Facebook community gauged the impact of the campaign.

Using #myskinstory we engaged with Bio-Oil’s celebrity following, retailers, charity partners and new fans (<https://twitter.com/BioOilUK>). The hashtag allowed us to measure (via tweetreach.com) the story shares.

Story of the Week



Every week a stand out story was chosen. ‘Story of the Week’s’ had extremely high engagement, demonstrating the power of community support which, in turn, encouraged more people to share their story.

The campaign took a bold approach by discussing hard hitting body issues. An example is Ruby’s story (left), who shared her struggle with self-harm. Her story received the highest engagement with an overwhelming level of support from the community. This approach allowed us to test certain issues with the community by gauging the level and sentiment of the response to see if they were a suitable ground for future campaigns. We are now planning to work with Ruby to reach out to teenagers and young women suffering similar issues.

Engaging media and bloggers

A survey of 10,000 UK women provided a platform for media and blogger discussion around women’s skin confidence as well as content for social media. The survey identified that four out of five women think they are the only one who has skin imperfection. The campaign revealed the reassuring reality – on average every woman has three scars and nearly half have stretch marks.

Bloggers were engaged to share their own skin stories and provide content to share on Facebook. Media were encouraged to tweet and post on Facebook as well as traditional coverage routes.



The quantity and circulation of media coverage were measured using a media monitoring service (Gorkana/Durrants). The quality of media coverage was measured using a bespoke rating system developed by the Pegasus team. This allowed us to focus the client on a quality rather than quantity metric. The system uses a gold, silver and bronze rating according to the key messages included, the type of publication and the presence (use of an image). A media list was developed to ensure the campaign reached Bio-Oil's key targets.

Agreed campaign key messages or calls to action

- Share your skin story on Bio-Oil's Facebook page
- Inclusion of a link to Facebook or Twitter or written URL
- A journalist or blogger sharing their own skin story and referencing the campaign and Bio-Oil

Point of Sale

A real fan, Sally, featured in pharmacy point of sale to integrate activity into the arena where people were receiving scar and stretch mark advice. Calls to action drove social media engagement to ensure Bio-Oil could create a long-term relationship and develop further advocacy. The range included shelf talker, counter top cards, window posters, and a life size cardboard cut-out of Sally holding up her Skin Story. #myskinstory featured on all collateral, including on pack stickers, to allow us to track interaction via social media. The sales team reported back on the number of pharmacies in their area who were using the campaign materials.



Charity partnerships

For each story shared Bio-Oil donated £1 to The British Skin Foundation, Look Good Feel Better or the Iolanthe Midwifery Trust. Charities were sent regular updates to keep them engaged with activity. Their engagement was measured through their interactions and sharing of the campaign. Since the campaign has ended, the charities have remained engaged with Bio-Oil and regularly retweet or mention them in their social media posts. Pegasus has also started working with the British Skin Foundation as a client on a new project.

The amount of money raised was not an objective as Bio-Oil had agreed to donate a specific amount above the 500 stories target as part of their CSR. The donation was used as means to encourage women to share a story for a good cause as our research has identified that women may be reluctant to initially discuss these issues.

Additional measurement: Sales and market share data was provided by the client and measured via IRI

Reporting

Reporting was provided in various formats to suit internal and international reporting requirements.

Monthly newsletter

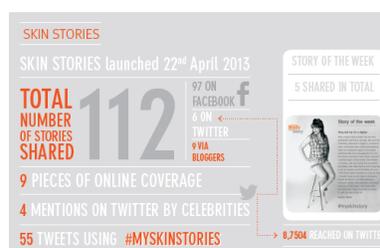
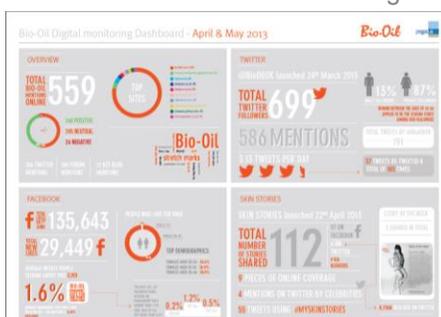
A summary of campaign achievements was included in a brand newsletter (written and designed by Pegasus), distributed to the Bio-Oil UK team and the international brand owner in South Africa. The content of the UK letter was then used in a global newsletter, which has led to the campaign being launched in other markets.

The UK internal newsletter

An interactive pdf format that allows people to click to any section in the grey navigation bar on the left hand side (see supporting materials).

Digital dashboard

These were used throughout the campaign to provide a quick visual update on key campaign metrics and the wider discussion of the brand online. The format allowed the client to add it into their presentations to provide stakeholders and internal management with updates. Each dashboard included a Skin Stories section.



Conclusions

The campaign was measured across a number of elements from *engagement*, such as the number of stories shared and growth of the online community; the *amplification* through elements like media coverage and finally *impact* by surveying the Facebook community to measure their intent to purchase.

The campaign supported a record year of sales for the brand, helped to grow market share and further grow the Bio-Oil community – now standing at 173,000 – by 50,000 people and more importantly achieve an engagement rate well above the average for any brand on Facebook.

Engagement

- 568 stories were shared (target 500)
- Campaign posts had an average 3-4% engagement
- The number of fans and engagement increased substantially at the launch and continued throughout the campaign (see graph)
- There were an average of 4,420 people 'talking about this' each week representing an average engagement rate of 3%. According to a 3 month study of 60,000 Facebook pages, only the best 10% receive an engagement rate higher than 1.2%ⁱⁱⁱ At peak weeks, the engagement rate was as high as 12.7% (target above average rate of 1.2%)



Awareness drivers

- The campaign reached 13.9 million people through a mix of media coverage and third party social media posts and Bio-Oil's own social media platforms (Target 5 million)
- 53 items of media and blogger coverage appeared and 20 media outlets shared the campaign through social media (Target 55). 39% were gold, 49% were silver and 12% were bronze.
- 1,009 tweets using the #myskinstory reaching 177,194
- 4 celebrities supported the campaign on Twitter (non-paid) reaching 544,998 followers

Impact

- Bio-Oil developed an online relationship with a further 51,370 people (49,565 new Facebook likes of which only 12,000 were from paid activity and 1,805 new Twitter followers). Since the campaign ended, the level of likes has not dropped. (Target 20,000)
- A survey of a sample of Bio-Oil's Facebook community revealed that 48.4% felt that the Bio-Oil Facebook page had encouraged them to purchase it. Comments received through the survey demonstrate the campaign has helped to motivate people to use Bio-Oil.
- Posts were monitored for sentiment. 90% of posts over the campaign period were positive. A number of posts clearly demonstrated the influence on purchasing.
- The campaign is being launched across other markets including Australia, South Africa and USA.
- Over 500 brand advocates have shared powerful testimonial content. From this group we have recruited a series of brand ambassadors who will feature in the 2014 marketing campaign.
- The campaign identified 5 key audience groups who are now forming the basis of the marketing communications strategy for 2014.

ⁱ One Poll online survey amongst 7,000 UK women commissioned by Bio-Oil for their Body Confidence Report (May 2012) 47% do not discuss skin issues with friends or family

ⁱⁱ <http://blog.fanpagekar.ma.com/2013/02/13/facebook-engagement-interaction-rates/> (last accessed 1st December 2013)

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