

AMEC COMMUNICATION EFFECTIVENESS AWARDS 2014

ENTRY FORM – MOST INNOVATIVE USE OF MEASUREMENT IN A DIGITAL CAMPAIGN

ENTERING COMPANY: iSENTIA BRANDTOLOGY

CLIENT: MAYBELLINE NEW YORK

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OBJECTIVE/BRIEF

Maybelline New York is an American cosmetic brand, which markets its products around the world. Maybelline launched its Hyper Sharp Liner in Hong Kong in July 2011, and the product quickly became the brand's No.1 liner (Appendix 1 & 2). By 2013, the cosmetics market in Hong Kong had become increasingly competitive, with the emergence of new players with comparable products as well as competition from many other international cosmetics brands. Maybelline decided to relaunch the Hyper Sharp Liner with a one-month integrated campaign that aimed to leverage off the increasing use of social media by the product's target audience (15- to 25-year-old females). The goals of the campaign were to push further Hyper Sharp's position as "star liner" and encourage more consumers to use the product, to encourage the Liner Art Trend in Hong Kong, and to consistently deliver the "No.1 Liner" message across different promotional tools. Maybelline New York approached iSentia Brandtology to help it to:

- (1) Understand** the launch effectiveness and clearly identify Maybelline's position by gauging the changes in the amount of buzz in social media about the Hyper Sharp Liner;
- (2) Evaluate** Maybelline's buzz share before and after the product's launch, and in comparison to competitors buzz shares;
- (3) Identify** the sources of buzz about the Hyper Sharp Liner during the campaign and the level of online influence of these sources;
- (4) Measure** brand awareness and product perception across different promotional channels.

STRATEGY:

To ensure the objectives were not only specific and measureable but also attainable and relevant, Maybelline's digital team undertook traditional research (offline) and social media research (online) before agreeing on the ideas and tactics that were crucial to the outcomes.

- **Primary Research (Offline)** – At the start of the communication planning, Maybelline conducted focus groups with potential candidates about their perceptions, opinions and beliefs about eye liner. The Maybelline team brainstormed a list of questions and collected responses about issues such as liner design, usage and knowledge.
- **Social Media Research (Online)** – Working with iSentia Brandtology, Maybelline used the **1-Social digital monitoring system to conduct retrospective research** across social discussions of cosmetic products on major forums, blogs, Social Network Services, microblogs, and video and review sites. This research was used to refine the questions that came out of Maybelline's team brainstorming and help the team with its decisions about campaign strategy.

EXECUTION/IMPLEMENTATION:

Maybelline strategically built a model that interlinks two types of research that enabled the team to draw solid conclusions and make impactful recommendations. Key findings of the research were anchored to **three pillars**:

- I. Insight one – INSPIRATION
 - ✓ *Consumers are conservative and reluctant to try dramatic makeup looks, but they want to be inspired and to learn*
- II. Insight two – EDUCATION
 - ✓ *Consumers are not knowledgeable about how to create a personalised liner look without references and education*

III. Insight three – ACTIVATION

- ✓ *Consumers like to follow trends, but are reluctant to try because they don't see lots of people around them wearing liner art. They want to be unique but are afraid of getting too much attention when they look different*

a) Market Trends Review for Idea Formulation

iSentia Brandtology monitored the topics discussed in social media, to allow Maybelline to better understand the target audience's interests, and to make comparisons about the topics discussed from month-to-month. This research revealed that 'Eye Liner' had been a consistently hot topic not only in social media discussions that related to Maybelline, but also in discussions about competitors, which confirmed the market's interest in and potential openness to Maybelline's product (Appendix 3).

b) Channel Research to Effectively Communicate

iSentia Brandtology filtered the credible sources from various social media channels, by using Alexa ranking and preliminary research on each channels' buzz volume, to locate the most influential platforms for Maybelline to leverage.

c) Set KPI for Blogger Selections

We also compiled a list of bloggers by searching for keywords such as 'eye liner' and 'cosmetic review' on various blogs and video channels, including She.com, theZtyle.com and YouTube. iSentia Brandtology then created a number of social KPIs – including post engagement, post views and number of followers – to measure the bloggers who received the highest engagement from their recent blogs or vlogs. In response to this, Maybelline engaged with the top-ranking bloggers by asking them to participate in an exclusive product launch. After the event, all candidates were invited to share about the launch of the Hyper Sharp Liner in detail, and to actively interact with the social audience. This tactic aims to activate consumers on usage and experience (Appendix 5 & 6).

d) Putting Insights in Action

With the insights observed, Maybelline used Facebook to promote a "Liner Art Show" that featured 15 different liner art looks that ranged in complexity from easy to sophisticated. The company also added tutorial posts and videos that stepped consumers through creating Liner Art to a Facebook tab and to YouTube alongside the Blogger events. These aimed to inspire consumers and create all-round communications with Maybelline's target audiences.

CONCLUSIONS

The campaign was a remarkable milestone for Maybelline. The company's share of voice increased, as did interest in the product, demonstrating how social media measurement can be leveraged to optimise a campaign. The qualitative and quantitative outcomes included the following:

1. RECORD-BREAKING Sell-Out:

Through the one-month communication campaign, Maybelline achieved a projected sell out of units. The number sold was dramatically higher than the number of units sold at the first launch of the Hyper Sharp Liner, and also a significant increase against the average number of unit sold in 2012.

2. Strong Purchase Intent:

After the Hyper Sharp Integrated Marketing Communication campaign, the majority of research candidates declared they had already purchased the product, or expressed an intention to purchase it.

3. Strong Campaign Awareness:

A significant majority of the research candidates stated that their perception of Hyper Sharp Liner's performance in creating liner art improved after the campaign launch. A much higher proportion of Maybelline's buzz on social media related to Hyper Sharp Liner, with the product positively described as "easy to use" and "waterproof".

4. Strong Consumer Receptiveness:

The number of consumers who said they thought Hyper Sharp was 'very good or good' after the launch, and the volume of consumer posts about the product on social media also rose.

5. Achieved Social Engagement and Online Coverage

With the use of social media evolving at an increasing pace, iSentia Brandtology's monitoring on verified social media channels significantly contributed to the evolution of Maybelline's communication plan. The sales records achieved through the campaign proved the success of transiting consumers from online to offline. The cosmetic industry will become even more challenging in the near future, and this methodology has created opportunities for Maybelline's ongoing branding activities.