



Experiential Marketing Assignment

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September 4th 2021

Assignment context

- French cosmetic brand launched in 2019
- **Create experiences for each of the 4 steps** →
- Interactive, immersive, customer centric, memorable, shareable & sensorial when offline
- Budget : **30,000 Euros**

Steps

1 - Raising awareness

2 - Learning & discovering

3 - Commitment at POS

4 - Brand Advocacy

1 - Raising awareness **offline**

Memorable and sharable offline live experience

- **“We love Green” music festival** targeting eco-conscious Gen Y and Gen Z audience
- **Distribution of blue flower crowns:**
 - o Encouraging selfies and posts
 - o Reminding the blue colour of the brand
 - o Engaging audience with a contest : #demainbeautyqueen – The best selfie with the crown will win a 100 Euros product box value
- **Distribution of *Time to detox* make-up removal samples** with QR code leading to *Demain* website
- **Success metric:**
 - o > 1,000 website visits thanks to QR code
 - o > 1,000 #demainbeautyqueen

Budget: 4,200 Euros

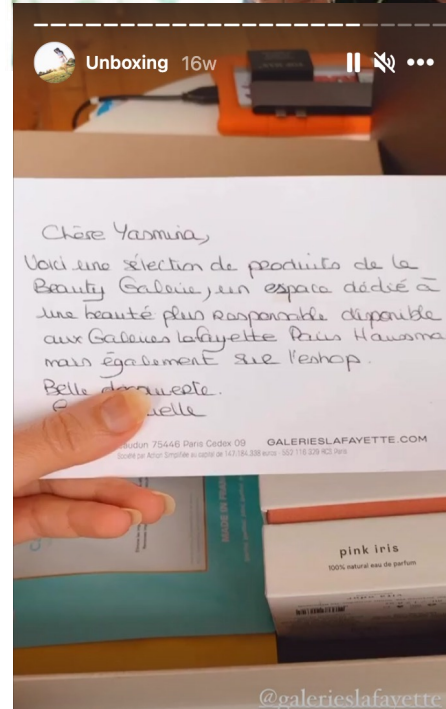
Crowns: 6 x 500 = 3,000 Euros, Samples: 100 Euros
Contest box: 100 Euros , Staff 1,000 Euros



1 - Raising awareness **online**

Authenticity and proximity with **micro influencers' Instagram stories:**

- **Box of 200 Euros product value sent to 4 micro influencers**
- **Product selected according to their skin type**
- **Influencers profile:**
 - o Average of 4% of Engagement rate
 - o Green cosmetic and lifestyle interests
 - o Creative and impactful content
- **Selected influencers:**
 - o *Lapetitegaby: 151K F., colourful and humoristic content, specialist of launching "challenges"*
 - o *Naturellement_Jyla: 115K F., chic and elegant account*
 - o *Ohmyskin: 53 K F., expert in DIY videos and game contests*
 - o *Byreo: 31k F., pure and chic pictures of products*
- **Success metrics:**
 - number of likes > vs other cosmetic posts
 - > 4% engagement rate



2 - Learning and discovering **online**

Entertain website visitors

Upgrade website with “yummy”, colourful, and “fresh” content

- **Creative visuals of ingredients** for each product to catch visitors attention
- **“Fresh feeling” videos** for main ingredients to view its benefits
- **Success metric:**
 - o Triple the average time spent by visitors on the website

Budget: 17,500 Euros

Visual for each product: 5 x 500 Euros = 2,500 Euros

Videos for main ingredients of the product = 5 x 3,000 Euros = 15,000



1 - Click on one ingredient



2 - View its benefits

<https://www.facebook.com/watch/?v=352500785628762>

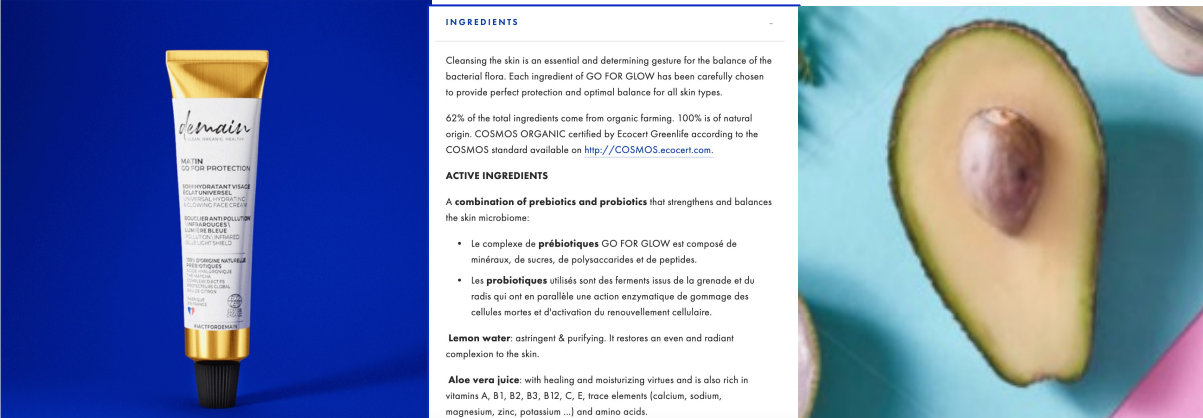
Scented informative printed leaflet

Consistent with “yummy”, colourful, and “fresh” content from website

- Fruity or fresh fragrance sprayed on the leaflet according to the product main ingredient
- Synthetic information about one of the main ingredient and its benefits
- Leaflet given for each product purchased

Budget: 1,000 Euros

1,000 Printed leaflets in selected POS = 500 Euros
2 Fragrances in 5 selected point of sales = 500 Euros



INGREDIENTS

Cleansing the skin is an essential and determining gesture for the balance of the bacterial flora. Each ingredient of GO FOR GLOW has been carefully chosen to provide perfect protection and optimal balance for all skin types.

62% of the total ingredients come from organic farming. 100% is of natural origin. COSMOS ORGANIC certified by Ecocert Greenlife according to the COSMOS standard available on <http://COSMOS.ecocert.com>.

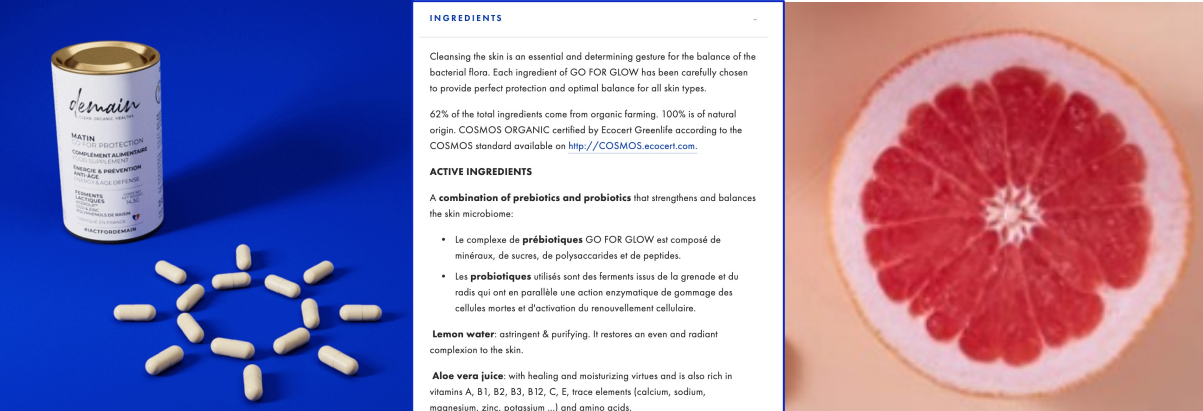
ACTIVE INGREDIENTS

A combination of **prebiotics** and **probiotics** that strengthens and balances the skin microbiome:

- Le complexe de **prébiotiques** GO FOR GLOW est composé de minéraux, de sucres, de polysaccharides et de peptides.
- Les **probiotiques** utilisés sont des ferments issus de la grenade et du radis qui ont en parallèle une action enzymatique de gommage des cellules mortes et d'activation du renouvellement cellulaire.

Lemon water: astringent & purifying. It restores an even and radiant complexion to the skin.

Aloe vera juice: with healing and moisturizing virtues and is also rich in vitamins A, B1, B2, B3, B12, C, E, trace elements (calcium, sodium, magnesium, zinc, potassium ...) and amino acids.



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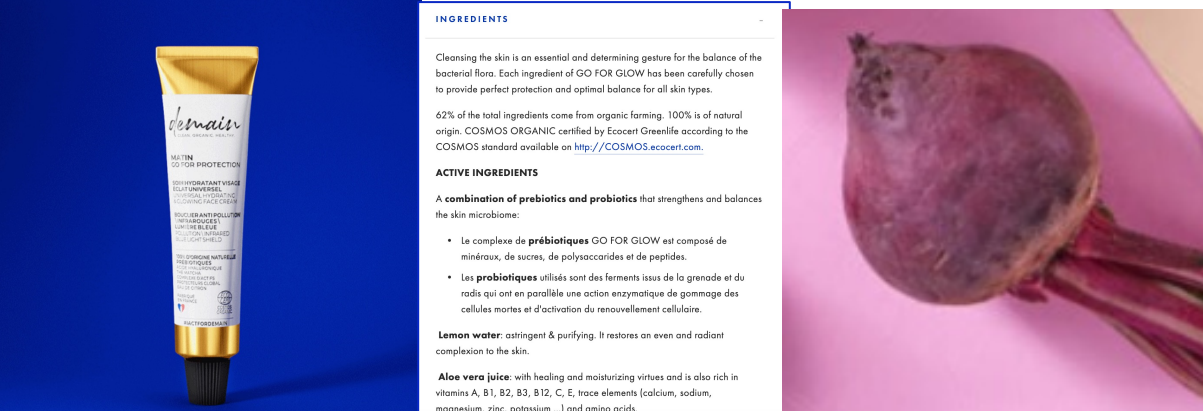
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3 - Commitment at POS

6 days pop up **Green beauty bar and kids workshop**



- **Invite shoppers to spend 15 minutes of relaxation** at Demain Beauty bar to experience products
- Beauty bar set with a "**Curiosity cabinet**" showcasing product ingredients to stimulate the visitor curiosity
- **Flower crown kids workshop** with babysitter for parents shopping with their kids who wants to experience the beauty bar
- **Photobooth** to take pictures with the kid and its crown #Demainlittlebeautyqueen
- **Success metric:**
 - o 120 visitors (20 per day)
 - o 60 products sold (10 per day)
 - o 60#Demainlittlebeautyqueen

Budget: 6,500 Euros

6

Rent of space: 2,000 Euros, 2 Staff = 2,500 Euros,
Furniture and products = 2,000 Euros



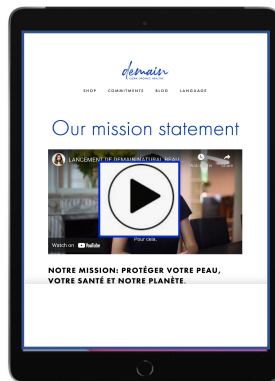
Beauty bar ceremony: 4 steps in 15 minutes

=> Use of touch, smell, sight senses to immerse the visitors

1

Welcome hand massage during brand mission video viewing

- o Relax the visitor, make her/him receptive
- o Understand the story of the brand



2

Skin diagnosis by expert

- o Personalisation of the experience



3

Product discovery

- o Smell and touch the natural ingredients
- o Try on cream



=> Learning and discovering product – Offline activity

4

Purchase and/or Gift samples

- If queue at the cashier, help visitor to purchase online with Ipad and promote Colissimo delivery in 48h
- Systematically invite the visitor to try samples at home



**Turn clients into loyal ones with
"Hier, Demain" contest**

- ⇒ Send us and share on social media your **reports after one month of treatment**
- ⇒ The **10 most creative and qualitative content creator:**
 - will be **our brand ambassadors for one year** with content featured on our website
 - will have their **feedback shared with our product development team** for future product development
- **Success metric:** Repurchase ratio > 20%

<https://en.demainbeauty.com/contest>





Thank you