



## Lancôme's pioneering smartphone and tablet rich media campaign achieves over three million relevant impressions, high brand engagement and low cost



### About Lancôme

- Leading skincare and make-up brand
- [www.lancome-me.com](http://www.lancome-me.com)

### Goals

- Promote product launch by engaging with clients in a new, interactive way
- Drive effective brand recall by working across all screens
- Evaluate performance

### Approach

- Created ad unit offering opportunities for deep user engagement
- Targeted iOS and Android smartphones and tablets in the UAE and Saudi Arabia
- Used in-app advertising across Google's network

### Results

- Achieved high brand engagement at low cost
- On average users spent over 11 seconds in ad
- Cost per interaction amounted to \$0.23
- Campaign interaction rate measured 1.44%
- Post-click engagement reached 13.94%

Lancôme was founded in 1935 by Armand Petitjean, visionary and lover of French elegance and women. Today more than ever, ultra femininity, emotion, joie de vivre and beauty are at the very heart of Lancôme's DNA. This spirit asserts itself through a beautiful and optimistic mission: making women's lives more beautiful. Owned by L'Oréal since 1964, Lancôme is part of the L'Oréal Luxe Division.

### Facing forward

Lancôme Middle East wanted to reach women in Saudi Arabia and the UAE to introduce them to a new product, Lancôme Hypnôse Star mascara. As Lancôme is a luxury brand, it was important to reinforce the product's desirability through appropriate advertising. The team understood that marketing via iOS and Android tablets and smartphones would provide an excellent chance to position the product in a premium environment.

"Smartphones and tablets are definitely a huge opportunity for our brands, not only because of the exceptional penetration rates, but also because they allow us to reach our target anywhere at any time and to provide them with relevant services or experiences," explains Lisa PLANET, Senior Product Manager at Lancôme Middle East. The goal was to discover a solution that would engage customers in a new, interactive way, to drive effective branding by working across all screens and to accurately evaluate performance.

### The eyes have it

The Lancôme Middle East team was keen to make the most of the captivating functionalities that rich media allows, and turned to the swipeable gallery ad unit in Google's Rich Media Designs for smartphones and tablets. This set of templates is designed to help display marketers reach engaged consumers by making it easy to create beautiful and highly interactive ads using existing assets – no HTML5 expertise is required. Ads can then be implemented across platforms including smartphone, desktop and tablet.

"We wanted to target smartphone and tablet users, but at the same time make sure they could experience our brand and engage with our content. The swipeable gallery was the best tool that Google proposed to achieve our goals," Lisa explains. "In a continuing effort to bring innovative, sophisticated and outstanding services to Lancôme clients at each digital touch point," she reveals that the ad unit included a wide range of features. The ad enabled users to access make-up tips, participate in social media, view an image gallery and visit a store finder. Users could also access YouTube to view all videos related to the campaign, including a film created especially for the launch of Lancôme Hypnôse Star featuring model Daria Werbowy and cartoon character Betty Boop. Finally, through a push-to-download feature users could obtain the Hypnôse Star app and bring Betty Boop to life on their own devices.

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**— Affif KADRI, Digital Marketing Manager at L’Oréal Middle East**

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### Right on target

The team used in-app advertising, a functionality now available within Google AdWords, to promote its rich media campaign for Lancôme Hypnôse Star. Google AdWords showed the ads to users browsing apps that had a focus on women’s interests and topics including beauty, fitness and so on. In this way it was possible to ensure that the campaign reached precisely the right intended audience. “Google enables us to maximize our reach at the best cost and in the same time helps us to optimize the efficiency of our online campaigns by targeting the right content and people,” says Affif KADRI, Digital Marketing Manager at L’Oréal Middle East.



*Lancôme’s pioneering multi-screen rich media campaign reinforced the brand’s inherent desirability*

### Sitting pretty

By targeting women’s interest categories and apps, the campaign received over three million relevant impressions. Interactions were defined as banner clicks, YouTube button clicks, social media button clicks, app downloads and image impressions. The campaign achieved an interaction rate of 1.44%, with users spending on average 11.2 seconds in the ad.

Post-click engagement – measured as interactions that took place after users clicked from the ad to other Lancôme content – reached 13.94%. This included interactions with Lancôme blogs and make-up tips, social media, the image gallery, the store locator and app downloads.

“On top of reaching a massive audience and providing this audience with a nice experience on the rich media banner, we also managed to drive qualified traffic to our website, increasing the time these users spent on the site by 30%,” observes Affif. “Two reasons explain this performance: the quality of the content, and the quality of the traffic driven by the Google network.”

