Maybelline NY

Maintaining brand loyalty in the cosmetic industry is a challenge with factors such as makeup needs, seasonal trends and price influencing purchase decisions. Maybelline NY recognised this as they set out to increase brand loyalty and product sales.

Females can have more than 6 brands of cosmetics in their handbag and Maybelline NY was not selling enough of their foundation products. Maybelline NY knew that many consumers are unaware of technical considerations in makeup choices, such as how foundation products behave differently based upon different skin types. With this insight and their aim to increase sales and strengthen brand loyalty, Maybelline partnered with Strategies Relationship Marketing and XMPie to roll out a personalised and educational multi-channel campaign.

OBJECTIVE

The campaign aimed to leverage data collected via a variety of marketing channels to create a catalogue filled with tips and product recommendations personalised for each recipient. The goal was to educate consumers about choosing and using cosmetics, boost willingness to try new products, improve brand loyalty and ultimately increase cosmetic sales.

METHOD

In order to be able to produce tailored catalogues, Maybelline NY created a microsite that collected relevant consumer information. A mass digital and social media campaign was then launched to drive consumers to the microsite where information about ethnicity, hair and eye colours, eye shape, skin conditions, and other information about their personal beauty regimes as well as mailing addresses were collected via a 12-part questionnaire.

Their initial target audience of 5,000 grew to 55,000 due to the positive responses generated via social media, blogs and makeup forums.

Data was collated from the microsite's form and, utilising 3.5 million unique combinations, a series of three (3) fully personalised booklets containing cosmetic lessons, personal product recommendations, how-to guides, daytime vs night look recommendations and trackable discount coupons were created. These catalogues were then delivered sequentially straight to each customer over several months.

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RESULTS

This multi-channel campaign led to more sales, more product trials and more customers as Maybelline NY worked each channel harder than before. Measured by coupon redemption rates, they saw an increase of 20 times the engagement compared to a previous static, non-customised print campaign. They also upsold 55% of participants to a better product and most of the new business secured was from people who previously bought competitive brands. Participants were also more likely to recommend the brand, delivering a lift to Maybelline's brand appreciation.

UPSOLD 55% OF PARTICIPANTS

20 TIMES THE ENGAGEMENT

CONCLUSION

Multi-channel campaigns that leverage data collected about customers online or via purchase history to create a customised customer experience is proving to produce impactful results. Maybelline NY's campaign exemplifies how linking digital's strengths with the tactile nature of print to create a unique customer journey drives customer engagement, loyalty and ultimately product sales. Brands now know that in order to capture their customers' attention, relevant content is a must.