Neutrogena’s interactive magazine advert enabled readers to handle, test and evaluate a new product before they even considered purchasing it.

Nothing engages a consumer more, and triggers initial consideration along the path to purchase, than when they get to interact with the product. Studies show that when consumers touch a product, they feel a connection to it and are willing to pay more for it (Journal of Consumer Research, 2009).

Brazil Neutrogena collaborated with ad agency DM9DBB to design a magazine cover that would allow its readers to test its product in a very hands on manner. The front cover showed the face of a Brazilian celebrity in full make-up which could be wiped off the specially printed image with help from the free sample of Neutrogena Deep Clean wet-wipes.

“When you touch something, you instantly feel more of a connection to it. That connection stirs up an emotional reaction and that emotion can cause you to buy something you never would have bought if you hadn’t touched it”

Suzanne Shu, Marketing Professor, UCLA’s Anderson School of Management.

OBJECTIVE
The objective of the advert was to teach consumers about their daily skincare routine and educate readers to the fact that removing make-up thoroughly was key to consistently good looking skin.

Brazil Neutrogena aimed to reinforce its brand message ‘for visibly healthy skin’ by showing consumers how well Deep Clean wet-wipes removed make-up. By doing so they sought to incentivise women to adopt the product within their skincare routine.

METHOD
The front cover of the popular weekly Brazilian magazine Caras was used for the interactive advert. With a target readership of women aged 18 – 50, the magazine was an ideal partnership to promote the Deep Clean wet-wipes. Readers were invited to use the sample of Deep Clean wet-wipes provided to remove the make-up from Brazilian actress, Giovanna Ewbank’s image, revealing beautifully clear and radiant skin.
The magazine cover was created using a specially designed printing method which printed the ‘make-up’ over the top of the cover image. The printed ‘make-up’ was water resistant and acted like the real thing when readers attempted to clean it off.

The special edition along with the sample offer went out to 25,000 Caras readers taken from the magazine’s largest pool of subscribers from the states of Sao Paulo and Rio de Janeiro. The special edition was not available in newsstands.

“This interactive piece of press gives consumers the power to star in the campaign”

Drian Ferguson, Vice President of Media at DM9

RESULTS

The special edition magazine was received very well by the Caras subscribers with many taking to the internet to comment on the interactive advert. The uniqueness and brilliance of the campaign generated a lot of PR for the brand with hundreds of articles and blogs written about the advert, ensuring a reach far greater than the initial 25,000 magazine readers.

According to research on the ‘Usage and Attitudes for Face Care Purchases, Brazil, 2012’ from Envirosell, 93% of Brazilian women use some kind of make-up and only 5% of them use a specific product to remove it. This behavior demonstrates the huge potential for Neutrogena’s Deep Clean wet-wipes in the Brazilian market. With its highly effective combination of print advertising and sampling, Brazil Neutrogena certainly made an impact with Brazilian women, driving product engagement and brand trust via trial.

CONCLUSION

Including free product samples within magazines or catalogues has been a long standing, well measured method for brands to promote a new product. However, the effectiveness of such product samples is greatly improved if there is an immediate call to action apparent to the reader when handling the sample for the first time.

The brand experience Brazil Neutrogena offered Caras magazine readers utilised print’s unique quality of tactile engagement and reminds marketers that there is no substitute for ‘Actual Reality’ when it comes to product promotion. This inventive, hands-on advert represents a new interactive direction for the future of print advertising.

With print, brands are able to stimulate multiple senses with their advertising and dramatically improve consumer engagement and brand recall. The innovative advert allows consumers to actually experience the product, it engages a large audience of readers and turns them into their own product evaluators. This type of marketing is only feasible, on a large scale, through the unique properties of the print medium.