

LOX'S DAZZLING PREMIERE IN SERBIA

MARKETING OBJECTIVE

- To quickly **create high awareness** for L'Oreal's new product "Garnier Olia" and strengthen the leading position of Garnier Coloration in the market.
- **Gain market share** in value & in units.
- **Attract new consumers** with Olia for our umbrella brand Garnier.
- **Promote the first Garnier 60" TV spot online** to reach more consumers.

SOLUTION

Given L'Oreal's reputation as an innovator in Product Development, **Web Media Agency & ThinkDigital** chose Log Out Experience, one of Facebook's most intriguing offerings, so as to:

- Achieve great reach in a very short period of time (24 hours) & wow all users who logged-out of Facebook on June 28.
- Combine the appealing power of the TV spot with the impact of LOX, thus communicating a consistent message across screens and improving the ROI of the marketing budget.



RESULTS

REACH IN 24 HOURS

1.419.848
UNIQUE USERS

19.5%
OF THE COUNTRY POPULATION

ENGAGEMENT IN 24 HOURS

48.586
VIDEO PLAYS

THE QUOTE

“ Following the successful LOX campaign in Bulgaria, we decided to use the format also in Serbia, being the first advertiser to use it the country, and the results are even more impressive! ”

Nikola Ivanov

International Interactive & CRM Project Manager, L' Oreal