

# RECIPE FOR SUCCESS

## MARKETING OBJECTIVE

Pierre Fabre, a major multinational pharmaceutical and cosmetics company, launched in the fall of 2015 their new anti-aging cream PhysioLift by Avène. Avène's campaign objectives were to reach their target audience, raise awareness for PhysioLift, create social media buzz and drive users to the POS.

## SOLUTION

Avène PhysioLift addressed the above issue by illustrating the story of four women, aged 38-50, with busy day-to-day lives, following them around the city and documented how they go about their daily lives and how they spend their precious time. The goal of each story is to showcase, no matter their relationship with time and aging, that the moments of every day are accompanied by PhysioLift to help them feel relaxed and young, to help them reset, as they take their journey of life. The message was amplified by shooting videos in collaboration with Daily Secret, using the product and distribute it through platforms like MSN, Skype, Outlook and Facebook.



## RESULTS

### REACH

**830.908**

Unique women \*  
(MSN, Skype, Outlook)

**6.923.852**

Impressions  
(Microsoft, Facebook, Daily Secret)

\* targeted contextually and demographically

### ENGAGEMENT

**14.798**

Unique Users  
(Branded Micro-site)

**28%**

Watched the full 2 min videos  
(Branded Micro-site)

**0.40%**

CTR (MSN, Skype,  
Outlook & Facebook) \*

**58%**

Avg. Video Completion Rate  
(MSN & Skype)

\* 2 times higher than TD's benchmark for Health & Beauty Industry