

# REACH MAXIMUM EFFECT WITH FACEBOOK LOX & L'OREAL

## MARKETING OBJECTIVE

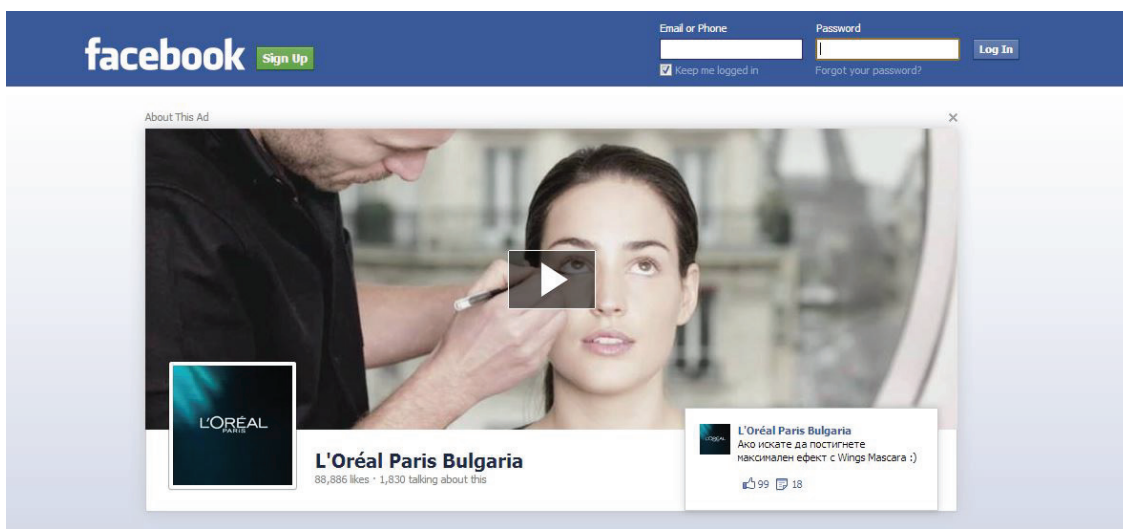
- To **create awareness** in the bulgarian market for the new L'Oreal Wings Mascara and **build its profile** as an easy to use product, which delivers impressive results.
- To **boost engagement rates** with fans on L' Oreal Bulgaria's Facebook page.

## SOLUTION

**ZenithOptimedia & ThinkDigital** selected Facebook's Log Out Experience in order:

- To take over the complete Log Out page with the impressive full screen video format.
- To achieve huge reach within the short period of 24 hours.

The solution proved right, as it helped L' Oreal achieve **awareness, high engagement & solid ROI.**



## RESULTS

### REACH IN 24 HOURS

**885.000**  
UNIQUE USERS

**12.5%**  
OF THE COUNTRY  
POPULATION

### ENGAGEMENT IN 24 HOURS

**29.789**  
VIDEO PLAYS

**2.124**  
COMMENTS & LIKES

## THE QUOTE

“ Online video is massively adopted by the internet audience. By using Facebook LOX video format in our campaign mix we managed to: increase reach, decrease overall cost per reach and to impact and engage our consumers. ”

**Nikola Ivanov**

*International Interactive & CRM Project Manager, L'Oreal*