

DISCOVERING THE MELODY OF ENGAGEMENT

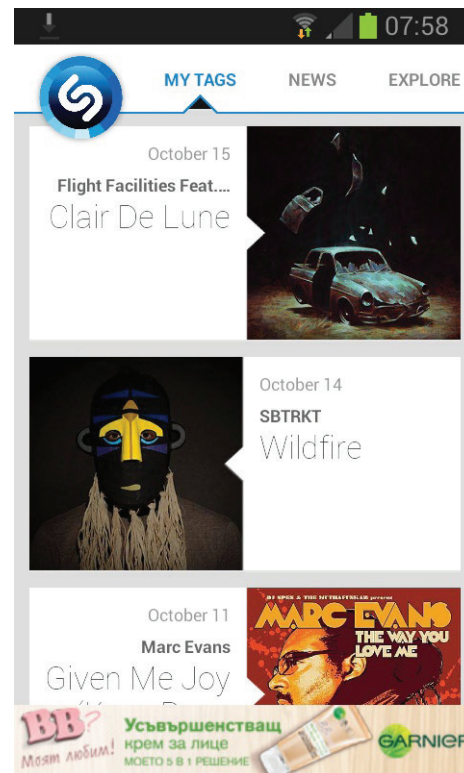
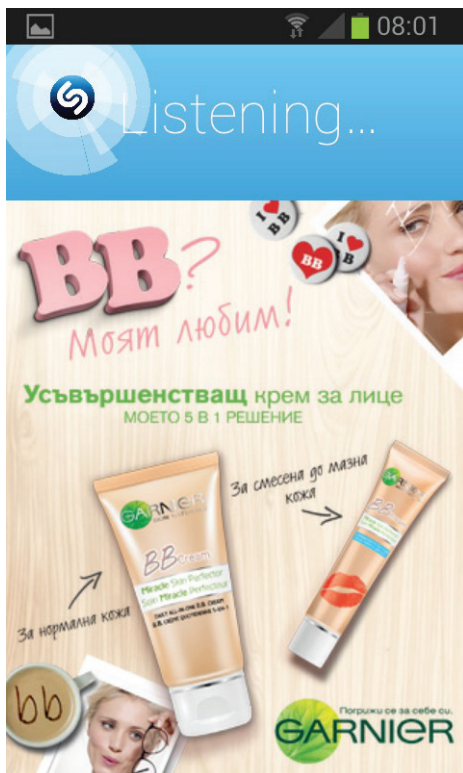
MARKETING OBJECTIVE

L'Oreal was looking for a fresh way to contact its **young and active audience** and drive them to the Garnier YouTube channel.

SOLUTION

With over **80% of its users being under the age of 34 years old**, the popular mobile application of Shazam was considered the ideal choice to enable L'Oreal to meet its goal.

ThinkDigital Bulgaria & Universal Media run a 2-week campaign, which utilized all of **Shazam's ad placements**, thus giving L'Oreal the chance to connect with the excitement and emotion of music discovery in an **uncluttered environment**.



RESULTS

REACH

149.156
UNIQUE USERS

ENGAGEMENT

0.96%
MOBILE CTR

+71.4%
VS CEE AVERAGE*

+84.6%
VS BULGARIAN AVERAGE*

*Source: Gemius. December 2014

THE QUOTE

“ More than 20% of all beauty and personal care queries from Bulgaria are done on mobile device. Therefore, given Shazam's popularity and penetration across our target audience, it was the perfect solution to place our ad formats and link them with our Youtube channel. ”

Nikola Ivanov,
Digital Manager at L'Oreal