

CAANZ Beacon Awards 2015

Case Study

Agency Name:	SparkPHD
Advertiser Name:	Unilever ANZ
Product/Service:	TRESemmé
Gold Beacon Award Category:	Best use of branded content

TRESemmé 365 project

Investigating the hair habits of Kiwi women, SparkPHD inspired women to try a new hair style. The campaign earned them a Gold Beacon in the Best use of Branded content category and increased TRESemmé's market share beyond targets.

Background

As the first salon brand in supermarkets, TRESemmé once had a distinctive point of difference but this had been eroded by a blur of copycat positioning - all promising salon-looking hair. In other words, it was time to recapture leadership of the styling category.

Kiwi women said that TRESemmé's "used by professionals" positioning simply didn't resonate with them. Instead they saw the photoshopped looks in the global ads and dismissed it as marketing gloss that was too hard to achieve.

Although it wasn't possible to change the global positioning, it was possible to make it believable. SparkPHD dived deeper into the hair habits of Kiwi women.

Campaign Objective

To achieve a solid increase in market share for the styling category, SparkPHD needed to revisit TRESemmé's "used by professionals" positioning and establish what this meant to Kiwi women.

Campaign Overview

After conducting research, a key behaviour – Sleep styling - was clearly identified:

Sleep Styling: When women don't consciously think about their hairstyle within their everyday beauty routine, they default to 1-2 standard looks. As one of many recounted: "Monday hair down straight, Tuesday needs washing so tie hair up, Thursday hair down straight"....the repetition continues...

Although that was reality, their aspirations were different. They looked at global street style, saw a cool side plait or beach waves and said to themselves 'I'd like to do that'. But then the doubt crept in, "it's only achievable in the salon".

SparkPHD and TRESemmé needed to wake Kiwi women from their styling slumber and help transform their hair every day.

To break sleep styling habits it was important to prove and not tell. The communication strategy relied on behaving like an on-trend friend, rather than a marketing driven brand. The execution had to be conversational, authentic, locally relevant and most importantly – every day.

TRESemmé challenged one Kiwi girl, Anna-Lise Sharma, Brand Manager at Fashion label Ruby, to break her sleep styling habits for 365 days, with the help of a TRESemmé stylist and TRESemmé's products. The term TRESemmé 365 Project (T365) was coined.

Utilising a multitude of media SparkPHD posted every day to inspire other women to break their sleep styling.

Media Strategy

From the highs of attending global events, to monotonous Monday morning slumps, Anna-Lise inspired Kiwi women across paid, owned and earned media.

Daily Instagram photos of her hair highs and lows was proof of her 365 day commitment. Amplified across Facebook and pulled into a live display format on nzherald.co.nz, New Zealand women followed her journey in real-time. T365 featured across all beauty destinations, from advertorials within FQ documenting her hair journey, to coverage across top beauty blogs.

To keep content fresh and interesting SparkPHD sent Anna-Lise to Coachella and NY Fashion Week, resulting in an envious Instagram feed to keeping Kiwi girls ahead of the trends.

Anna-Lise also appeared in-front of key hair tutorials and catch-up programming showing women how to get a “Donut Bun” or create “California Waves”. And to connect at shelf, she gave followers the chance to get a branded paddle brush to help achieve T365 hair styles at home.

All content was aggregated in the TRESemmé 365 online hub, the perfect destination to see what **365 good hair days** really looks like.

To provide a different perspective on ‘great hair days’ SparkPHD partnered with The Edge, challenging host Megan to take the test herself. Across The Edge and personal social channels, Megan created more T365 conversations.

Results

SparkPHD campaign increased market share well beyond the target and with seamless inclusion of product within branded content, SparkPHD was able to encourage in-store behaviour.

Over 30,000,000 seconds of engagement with T365 branded content was generated – equating to 1.24 minutes for every female aged 18-29 and a NZ Girl survey revealed that 60% of women who had been exposed to T365 content were inspired to break their sleep styling habit and try a new hair style.

The number of Instagram followers grew from 0 to 3,000, SparkPHD delivered over 9,000,000 impressions inspiring women to break their sleep styling habits, and T365 website visits registered almost 40,000 unique visits.

But imitation is the highest form of flattery, so naturally SparkPHD was thrilled when its biggest competitor copied their in-store GWP activation two months later.