

Gold Beacon Award Case Study

Agency:	FCB Media
Advertiser:	L’Oreal Group – Maybelline New York
Gold Beacon Award Category:	Best Use of Earned or Owned
Entry Title:	Nailing it

In a category like nail colour it’s hard to get cut through and reach, but the “Nailing it” campaign for Maybelline New York by FCB Media was nimble and clever enough to take nail art to the masses and win Gold for Best Use of Earned or Owned.

Background

The FCB Media team knew they had a challenge on their hands when it came to launching Maybelline New York’s new nail polish range Colour Show. The nail polish category is tight and declining, so FCB Media needed to go beyond the traditional approach of beautiful models with brightly coloured nails in magazines. It needed something more to drive the necessary market share that was required from this campaign.

Campaign Objective

While on the surface, nail polish is all about colour – what FCB Media found was that a key reason for purchase was to achieve a certain look. Nail colour, was a key way women could individualise their look and express their take on the latest trends.

Given the tight budget of this campaign, this was a vital insight. By focusing on the end goal of personalisation the team came up with the concept of using nail art as a way to create your own look, using multiple colours via unusual applications.

This was rich territory for Maybelline and Colour Show, featuring 25 colours at affordable prices.

Campaign Overview

The key to “Nailing it” lay in earned not paid media. It was crucial to showcase what the new nail colour range was and how to use it, to create your own nail art. While doing nail art at home would not necessarily appeal to everyone, its strong visual impact would certainly inspire them.

With nail art at the heart of its campaign, FCB Media decided it would leverage the passion of local, credible experts to help inspire and educate the target market. It wanted to use the experts to generate great content that would appeal to younger women and then engage them to share and talk about their masterpieces.

Media Strategy

FCB Media identified four creative nail bloggers to generate bespoke content that could be leveraged. Effectively, creating owned content for FCB Media’s use. The bloggers created more than 80 pieces of content ranging from video tutorials and image sets, to reviews, tweets, Instagram photos and posts.

They effectively became the in-house creative department as well as a key channel to push content out.

Blogger content was seeded into mainstream beauty and fashion digital environments where branded tutorials broke nail art into step-by-step lessons to inspire young women to try it out.

Then the budding nail artists were encouraged to share their own masterpieces via a Facebook application. Young women could upload and share their nail art via the “Maybelline Nail Art Factory” gallery, thus driving additional content and coverage through their social networks.

The nail art movement was ignited.

Results

A small budget and conversations with four bloggers generated exposure to more than 1.5 million people. FCB Media created a campaign that inspired and engaged women to try their hand at nail art with the Colour Show range.

More than 100,000 people actively engaged with the nail art content and an additional 5,000 fans for Maybelline’s Facebook page were a result of this campaign.

Maybe, most importantly for L’Oreal Group and Maybelline, it recorded the second highest unit share growth out of the entire category thanks to this campaign.

FCB Media certainly nailed it.