

## CAANZ Beacon Awards 2015

### Case Study

<b>Agency Name:</b>	<b>SparkPHD</b>
<b>Advertiser Name:</b>	<b>Maybelline New York</b>
<b>Gold Beacon Award Category:</b>	<b>Best use of Insight</b>

#### *Get a Little Lippy*

*Vying for share in the highly competitive cosmetics industry, [Agency TBC's] insights into lipstick buying behaviour increased Maybelline's share in the lip category, propelled the "get a little lippy" movement to tens of thousands of women, and won Gold in the Beacon Awards Best use of Insight category.*

#### Background

In a highly competitive global cosmetics industry, SparkPHD was tasked with increasing dollar share for Maybelline in the lip category. At the same time the number of women wearing lipstick everyday was the lowest it had been in five years and, because they were wearing less, women were buying less.

#### Campaign Objective

The cosmetics category is obsessed with new and colour, but fighting for share across the highly competitive cosmetics category, SparkPHD decided it was time to address the elephant in the room: the lip category in New Zealand was declining and was showing no signs of improvement.

SparkPHD turned to local research to gain insight into the change in buying behaviour and how to use that insight to increase Maybelline's share in the lip category.

## Campaign Overview

According to New Zealand women, it wasn't lipstick that was the problem, it was the occasion – for an increasing number of women lipstick had become a weekend only habit where they felt they had more licence to be bolder. In other words, daily wearers were becoming weekend wearers - and in increasing numbers.

Instead of focussing the campaign on the usual colour battle or leveraging beautiful supermodels and global assets, SparkPHD saw a bigger opportunity: Why should Maybelline own one evening when they could own seven days?

SparkPHD decided to turn weekly wearers into daily wearers.

## Media Strategy

Working to a minimal budget, SparkPHD strategy was to break weekly habits by starting a movement to normalise wearing lipstick every day. It was a call to arms for New Zealand women to liberate their lips more often and 'Get A Little Lippy'.

This approach required approval to put 100% of the budget into a localised New Zealand campaign to encourage women to wear lipstick more. To ensure maximum impact, SparkPHD ran the campaign for one month.

Firstly, SparkPHD modelled desired behaviour via key bloggers and beauty editors. Following a questionnaire to ascertain their lipstick habits. Maybelline's make-up artist then sent personalised kits with recommendations to help them break habits and inspire daily looks. This innovative approach resulted in bloggers and radio hosts committing to a different lipstick look every day for a month.

SparkPHD then removed barriers to starting new habits by building confidence. A digital hub included how to, tips, tricks and videos and showcased a range of daily looks, and a virtual photo booth app encouraged women to upload pictures of their lip look and inspiring others.

Critical to breaking old habits, it was essential that the "get a little lippy" message stayed top of mind. Frequent morning reminders and prompts to remind women to wear more lipstick were played weekdays on radio and television, run on Facebook, and displayed on coffee cups and in gym changing rooms across the country.

## Results

Critical insights gleaned from research were instrumental in championing a localised campaign. SparkPHD strategy to start a movement to normalise wearing lipstick every day, rejected category norms obsessed with new colour launches. And it worked.

SparkPHD unexpected use of channels put a declining category back in growth and increased share for Maybelline. Key influencers helped model the daily behaviour propelling the “get a little lippy” movement to over a million people, tens of thousands of women visited the hub to learn more about lipstick application, and the first time in six years, the number of daily lipstick wearers has increased.

All this achieved on a budget less than \$200k!

A win for lipstick, a win for Maybelline, and a win for SparkPHD