

TRESemmé®

CASE STUDY

TRESEMME SEES LARGE GAINS IN SHARE OF VOICE AND BRAND LIFT WITH GLAMOUR'S SOCIAL ACCELERATOR PROGRAM



OBJECTIVE

TRESemmé was interested in reaching their target audience - women, 18-35 in the US, with interest in beauty and hair – on social media with impactful, engaging messages. The haircare manufacturer's ultimate objective was to capture user attention on social with the goal of increasing the brand's share of voice.

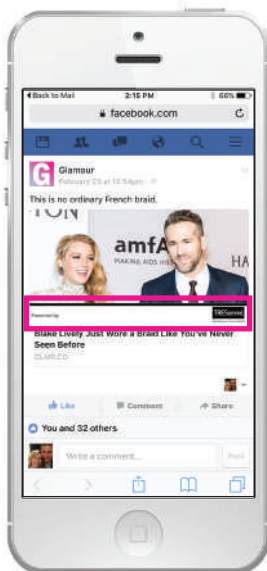


SOCIAL ACCELERATOR

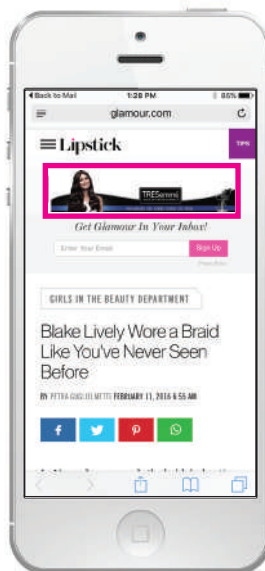
Condé Nast's Social Accelerator program powered by SocialFlow allowed TRESemmé to sponsor top performing content on Glamour, on social and mobile, where their audience spends their time.

The Social Accelerator program identifies top trending stories within minutes of being published on social, giving brands the ability to sponsor those same stories in real time. Users see the TRESemmé brand on Glamour's post and when they click through to the full article, the brand has 100% share of voice on the story's landing page as well.

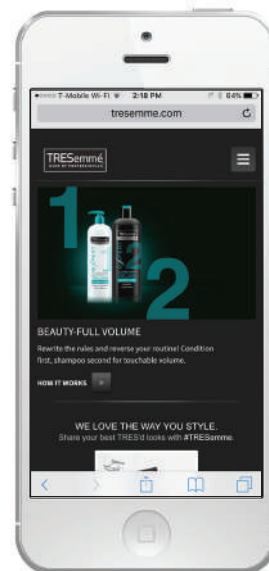
1 Accelerator Unit on Top Organic Post



2 100% SOV on Story Page

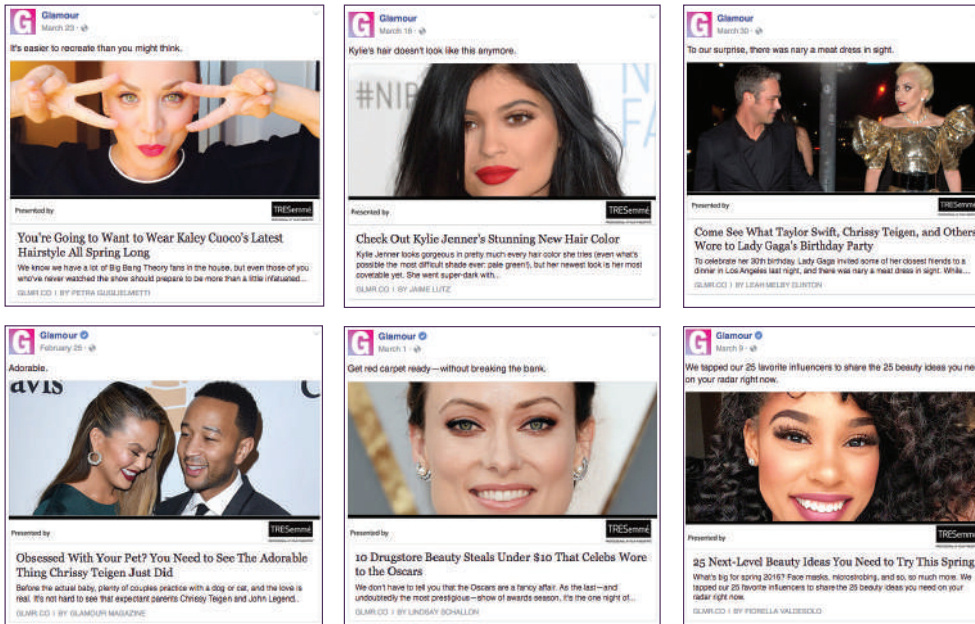


3 Brand Landing Page



SUCCESS

The brand was featured on seven pieces of high-performing Glamour content – the six below and the Blake Lively story shown above.



159k

Engagement

3.7M

Impressions

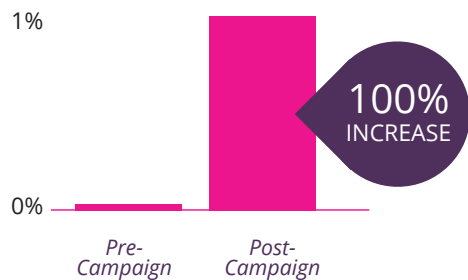
4.57%

Click Through

THE CAMPAIGN GARNERED OVER 159K ENGAGEMENTS, ON 3.7M IMPRESSIONS FOR AN OVERALL CTR OF 4.57%.

When comparing share of voice in the beauty & health category that TRESemmé had in the group of campaign engagers for the two weeks prior to the campaign start date, to the two weeks after the campaign, **TRESemmé increased share of voice by 100%** (from 0% to 1%). Additionally, the brand lift index came in at 129, for a **29% increase** over index averages.

TRESemmé SOV in Beauty & Health Category



Brand Lift Index



*Data provided by Shareablee