



How Lyxel&Flamingo helped in amplifying the launch of the new brand ambassador along with the promotion of the first television commercial for The Body Shop, one of the leading global cosmetic brand.

94%

Increase in
Store Visit

13M

YouTube
Video Views

115%

Increase in direct traffic on the
website



About the Company

The Body Shop is one of the leading natural & ethical beauty brands, they create superior quality products using the world's finest natural ingredients to make your skin feel so good. With over 3000 stores in 68 countries, they stand strong on their commitment to three elements: Enrich Our People - Enrich Our Planet - Enrich Our Products.

The challenge

The brand wanted to promote their TVC with their newly appointed Brand Ambassador and use marketing to drive brand awareness and consideration. The primary challenge was to synchronize all the campaigns and have a common communication across channels. The targeting had to be very sharp as we wanted to increase the online sales as well as drive offline store visits for the brand. The brand wanted to measure the impact of Google and YouTube Campaigns on Store Visits.

The approach

- We targeted users based on Topics and Interest to drive awareness (Upper Funnel) and Retargeted these audiences + Website visitor and In-Market Audiences to drive Consideration (Lower Funnel).
- Multiple formats like Non-Skippable, Instream and Bumper Ads were used at different stages of the campaign to achieve Awareness and Consideration.
- To achieve a unique reach, frequency capping was utilized so we do not compromise on overall brand awareness.
- To amplify the impact of digital campaigns and drive store visits, we also targeted audience who were searching for the brand store near them.

Product Features

- YouTube Bumper Ads
- YouTube Instream Skippable & Non Skippable Ads
- Brand Lift Survey
- YouTube Remarketing Lists
- Affinity Audience
- In-Market Audience

Results

- 94.34% increase in Store Visits during and after the campaign.
- 115% increase in direct traffic on the website
- 86.20% higher clicks on 'Directions' button on the Google Maps page.
- 62.28% higher clicks on 'Click to Call' button on the Google Maps Listing Page.
- 13M YouTube Video Views in 4 weeks.

**THE BODY SHOP®
UNVEILS
THE NEW FACE**



**IT'S ME
SHRADDHA
KAPOORI!**