



How Lyxel&Flamingo helped The Body Shop, one of the leading global cosmetic brand in gaining 22X YouTube Channel Subscribers in just two months.

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

With YouTube as one of the most powerful platform to reach potential customers and engage with them, the brand wanted to build their YouTube Channel subscribers base. They wanted to utilize the medium to interact with their audience by launching product videos, how to use videos and drive engagement to their videos. The secondary goal of the campaign was to drive video views and engagement. The main challenge was to devise an effective YouTube Campaign strategy in order to engage the audience and encourage them to subscribe the channel.

The approach

- To promote the make-up range, multiple videos were created using the Brand Ambassador, who was one of the leading Bollywood celebrity.
- A pre-buzz video was launched followed by two teaser videos, one product video featuring the brand ambassador and showcasing how to create the Ashes of Roses look and one behind the scenes video.
- Separate targeting and campaigns were made to reach to top of the funnel and bottom of the funnel audience.
- A major focus was on In-Market and Affinity audience segment who're interested in make-up and beauty to drive user growth and engagement.

Results

- 22X Growth in Brand's YouTube Channel Subscribers
- 2.24M Video Views
- 83K total watch hours.

Ad Screenshots

