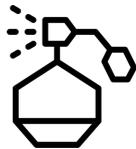
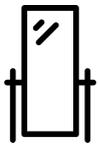




# Lancôme Singapore (L'Oréal)

## Quantcast delivers brand awareness uplift of 6.2% for Lancôme Singapore



**LANCÔME**  
PARIS

### Company Overview

Lancôme is a beauty brand that offers luxury skincare, makeup and fragrance. It is part of the L'Oréal Luxury Products division in Singapore.

### The Challenge

As a luxury skincare brand in Singapore, Lancôme frequently hosts physical interactive events to engage their consumers and raise awareness of its iconic skincare products. However with COVID-19 hitting the market hard in 2020, and government restrictions in place around crowd control in event spaces, Lancôme decided to launch its first ever virtual flagship event, the Advanced Génifique Virtual Flagship, to engage consumers online.

With a plethora of virtual events popping up as COVID-19 drove more brands to divert their investments and activities online, Lancôme was challenged to cut through the noise and drive awareness of this novel virtual flagship store. Their goal was to drive the target audience to the website and have them engage with site content - for example, sample sign up, in-site viewing of celebrity livestreams and even purchase online.

### The Objective

Lancôme's key goal for this campaign was to drive awareness and increase website traffic to the Advanced Génifique Virtual Flagship site. By increasing traffic from high-value audiences to the immersive online flagship experience, Lancôme hoped to engage these new audiences through their online brand experiences and subsequently drive online sales.

## The Solution

As a trusted partner, Quantcast was briefed to help drive awareness of this new, fully virtual event and drive traffic to the event website. Quantcast were appointed the lead programmatic solution for this campaign.

Understanding that the newly-created microsite that the flagship event was hosted on would not have pre-existing site traffic; it was imperative that Quantcast first build awareness (and anticipation) around the launch of the event in a pre-launch phase. Quantcast achieved this through a dual-pronged strategy that comprised of:

- **Retargeting** existing Lancôme brand site visitors.
- **Prospecting** for new users who would be interested in beauty and skincare products centered around Lancôme's flagship product lines.

Understanding the online behaviours and intent signals of those interested in the beauty product category, Lancôme leverages Quantcast's Search Powered Audience solution to deliver a teaser video to users that have an expressed interest in this product category. Quantcast identified the predictive behavioural patterns and search intent signals of beauty product buyers and enthusiasts to reach similar users online.

Following the teaser phase, the virtual flagship microsite launched, and the same two-part strategy was executed. Quantcast focused on retargeting users who were already interested in the Lancôme brand whilst also leveraging a multi-layered Search Powered Audience strategy to prospect for new in-market audiences and drive them to the microsite.

Through the Search Powered Audience solution, three key audience segments were built and Lancôme were able to target...

1. Users who have an interest or are likely to be in-market for a skincare product.
2. Users based on their lifestyle needs such as anti-aging products versus sensitive skin products.
3. Users who were searching for competitor brands and products that could be targeted and engaged in a way that sways them to visit the Lancôme site instead.

Underpinning this robust targeting strategy was a creative strategy spanning **video, standard display** and two **rich**

**media display** executions. Specifically, the rich media executions were intended as attention grabbers – drawing users in to interact with elements of the ad unit, i.e. a spinning cube, or panning their mobile devices to view a panoramic ad and find out more about the virtual event.

## The Results

Despite the challenges faced launching what is traditionally an offline brand online, Quantcast helped Lancôme drive outstanding results. Quantcast partnered with Nielsen to run an independent study to determine the uplift in brand and product awareness from the paid media activity.

# 6.2%

**uplift in brand and product awareness**

# 9,600

**site visits** to the virtual flagship event at a **cost-effective cost-per-visit that was 21% below Lancôme's goal**

# 11.3%

**rich media engagement rate delivered**

## Client Testimonial

"When planning for our first ever mega virtual event, we needed to ensure that we drove sufficient traffic to the site and effectively engaged our target audience. Having worked with Quantcast previously, we were confident in their ability to deliver against our media objectives, and they didn't disappoint. We were thrilled with the results that Quantcast delivered for Lancôme. Their brand solution was instrumental in engaging customers and prospects and driving awareness with different user groups. The results that they drove surpassed our targets and expectations, and demonstrated that programmatic advertising can really play a role within brand campaigns."

**- Yin Hong, Senior Product Manager**