

WPPED CREAM 2008

MEDIA | HIGHLY COMMENDED | MEC INDIA
BEIERSDORF | SPOTLIGHT

A CHANCE TO SHINE

Young Indian women want to be seen and heard. We gave them the opportunity - and revolutionized a brand at the same time.

THE CHALLENGE

Nivea Soft, a moisturizing cream for younger skin, was struggling to make an impact in the market because younger consumers were confusing it with Nivea Crème, 'the cream my Mum uses'.

Our challenge was to raise awareness and sales of Nivea Soft and with competitor brands outspending Nivea in conventional media channels; we had to find a new way to achieve awareness among young Indian women.

OUR INSIGHT

Our research showed that 15-22 year old Indian women desperately want to be recognized and appreciated. But in practice this desire is rarely fulfilled. We developed the Nivea Soft Stay Simply Beautiful Face communications platform, giving young women a golden opportunity to be in the spotlight.

OUR SOLUTION

We sent camera crews to multiplexes, malls and offices in Mumbai, Delhi and Kolkatta. We invited women to take part in a contest to find the Nivea Soft Stay Simply Beautiful Face. To enter, the girls simply had to do an interview to camera. Capitalizing on the target audience's fascination with movies, the interviews were screened during intermissions between films. Suddenly, the contestants' faces were up on the big screen, creating a tremendous buzz in the audiences.

Moving from a local focus to a national scale, we selected the top 100 Beautiful Faces and ran their profiles on a dedicated microsite. The contestants each uploaded a short video clip encouraging the public to vote for them online or via text message. Interest was amplified through radio interviews with the contestants. Finally, the winner was crowned as the Stay Simply Beautiful Face.

THE RESULTS

- 45% increase in sales
- Nivea Soft became the top-selling moisturizing cream
- 100,000 website visits and 30,000 online votes