

TRESemmé
USED BY PROFESSIONALS



Mercedes-Benz

Official hair care sponsors of
New York Fashion Week 2014.



Background



TRESemmé launched a digital campaign to provide savvy style seekers an opportunity to experience the New York Fashion week in person!! Users were invited to upload their photos on the TRESemmé website to get a chance to fly to New York and experience Fashion week.

Execution Strategy

- > The Mobilewalla audience identification platform was used to create a media plan that comprised of an optimal mix of mobile media properties to reach the target audience in Indonesia.
- > Mobilewalla's powerful ad execution platform optimized the campaign in real-time identifying sweet spots quickly and clearly, resulting in better campaign outcome.

Objective

Primary Objective

Inform consumers about TRESemmé contest

Secondary Objective

Get users to register for contest on website

Creative Design

Though the primary objective of the campaign was branding, a key KPI for this campaign was driving users to the microsite. To achieve this, we designed a Rich media creative, which was simple yet enticing that would drive users to the Rich media expandable and then on to the microsite with minimal drop offs.



Results

1.81%

Click Through
Rate

12%

Engagement Rate
on the second screen

70%

Higher Target
Audience Reach

14,825
Users

Engaged in the second
screen to navigate to
the contest webpage