

Hair raising results for Garnier

How Garnier got serious results using newspapers

BRAND:	Garnier Nutrisse
CATEGORY:	Cosmetics & Toiletries
MEDIA:	National Newspapers & TV
TARGET AUDIENCE:	Women 25-34, colour hair in home
CAMPAIGN DATES:	January-July 2006
MARKETING OBJECTIVE:	Launch 'Ravishing Reds' colour range; build brand and drive penetration



ROLE OF NEWSPAPERS

Newspapers are highly valued by female readers, not just for hard 'news' but also for up to the minute coverage of the latest celebrity and entertainment news. Big Brother presenter Davina McCall provided the brand endorsement for this campaign, which provided standout and engagement at a time of extensive Big Brother coverage both in print and on online newspaper sites.



Brand newspapers



Online newspapers

RESULTS

- Newspapers delivered an incremental 9% sales increase in Tesco for the Ravishing Reds collection and a 4% increase for the total Garnier range.
- The sales increase when consumers were exposed at 3 OTS was 66% higher than those exposed at 1-2 OTS.
- Penetration of Garnier Nutrisse colourants increased by 5% due to newspapers.
- Adding newspapers to TV generated double the increase in brand commitment* achieved by TV alone.

WHAT THE CLIENT SAID

"The results of the newspaper and TV test for Garnier Nutrisse were impressive. National newspapers delivered a clear sales uplift in their own right, and perfectly complemented our successful TV campaign.

Pre-testing helped us to develop executions that worked very strongly in the newspaper medium and were highly synergistic with the TV. Newspapers also allowed us to take advantage of the interest and coverage surrounding Big Brother. Our female target audience enjoy both fashion and celebrity showbiz gossip, so the newspaper context is a great place to communicate with them."

Marketing Director, Garnier

HOW CAN YOU FIND OUT MORE?

Contact your Account Manager or download related reports at www.nabs.co.nz

Source: nmauk.co.uk

* Brand commitment is a measure of consumers' likelihood to choose brand at next purchase occasion.