

CASE STUDY

L'Oréal Men Expert

BACKGROUND & OBJECTIVES

Match Marketing is a Canadian agency specialized in field marketing. They represented *L'Oréal Canada* for the launch of *Men Expert*, their new line of skin care products for men.

L'Oréal Canada, *L'Oréal Group's* subsidiary in Canada, is a leading company in cosmetics and beauty products.

CHALLENGE

The program would be executed simultaneously in Vancouver and Montreal, in support of full page newspaper advertising.

L'Oréal Canada and *Match Marketing* wanted to inform consumers about the new Men Expert line of products and distribute samples of *Men Expert Hydra-Power*, an anti-fatigue hydrating cream. Their primary target audience was men over 25 years old.

SOLUTION

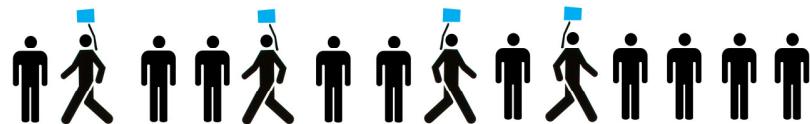
L'Oréal Canada and *Match Marketing* decided to use 4 *Pixman* and 7 greeters in each location.

Match Marketing supplied local promotional staff and *Pixman Corporation* provided field coordinators to oversee the operation.

The promotional staff wore two different uniforms: a branded orange sport jacket for the female greeters and black pants and jacket for the *Pixman*. Both had a branded orange woollen hat. The bright orange colour chosen is *L'Oréal Men Expert* brand colour.

The video content on the *Pixman* screen was a dynamic and colourful production announcing the new *Men Expert* products.





RESULTS

- The campaign helped more than 60,000 consumers to get acquainted with *Hydra-Power*, the new anti-fatigue hydrating cream. A total of 61,000 samples were distributed over a one day promotion.
- Many men said they would try the product right away.
- A sampling operation, with no *Pixman*, was also held simultaneously in Toronto. *Match Marketing* realized that interactions were longer in Montreal and Vancouver because the consumer stopped to look at the *Pixman*, creating a pull vs. push.
- The dynamic video and bright orange uniforms captured the attention of consumers.
- The colour of the uniforms also helped increase awareness of *L'Oréal's Men Expert* brand colour. Many promoters received positive comments on the overall street promotion look and impact.
- *L'Oréal Canada* expressed a high degree of satisfaction with the sampling campaign.

HIGHLIGHTS

- Industry: Cosmetics – New product
- 61,000 samples distributed within a one day promotion
- Interaction increased with Pixman's presence
- Colour branded uniform and dynamic video attracted the consumer and increased brand's awareness
- The distribution of samples enabled the consumer to get acquainted with the product. Several men said they would try the product right away.