

## **Boots gives Irish beauty fans an impressive Glow Up!**

### **Exec Summary:**

Boots saw continued erosion of their premium beauty share and were at risk of being more known for potions & plasters. To increase penetration Boots needed to persuade a new generation of “beauty believers” they were a credible destination for all their beauty needs.

In a category reliant on traditional media, an AV only approach was not going to do the job.

Boots put beauty at the heart of their media ‘system’ with an always on “digi-till” and content strategy through sponsorship of RTE’s new beauty show Glow up.

Delivering a makeover -making Boots a “destination” for beauty brands!

### **Background:**

What consumers wanted from Premium Beauty in Ireland was changing. Boots continued to see erosion of their premium beauty lines from new direct to customer online e-commerce platforms and premium department stores.

Boots had made good progress on evolving their media mix, but traditional media commanded majority of investment. An AV heavy media model alone was not going to be enough to respond to a changing category landscape

To increase Beauty category penetration, we had to persuade new generation of ‘Beauty Believers’ they could get the latest products and newest brands when they wanted them at the click of a button.

### **Insight / Creative Idea:**

There was a substantial shifting dynamic at play in the category - put simply, more buyer behaviour was online, fuelled by a perfect storm of 2 key cultural drivers

1. Digital influencers have grown at pace, 2/3rd of 18-34s admitting purchase behaviour has been impacted by social influencers. The Beauty category was at the forefront of this zeitgeist, with consumers gaining access to new brands and exclusive content- much being instantly shoppable.
2. Ireland has seen exponential growth in Digital commerce as a result of the Pandemic.

So, a new beauty culture had formed online – this Beauty Believer audience were hungry for new product, new content, new inspiration – AND wanted to be able to buy the latest must haves quickly and seamlessly.

Understanding this shift in consumer behaviour we had to reframe the Boots media approach to an always on digi-till media strategy.

Our idea was to put ‘beauty believers’ at the heart of the Boots beauty media ‘system’ making it easy to find and engage with Boots and buy their premium beauty products.

**Strategy:**

With online a cornerstone of our audiences media lives we would establish a digi-till strategy that required a pivot away from broadcast first thinking, built on 2 communication behaviours:

1. A DRUMBEAT of always on seamless Beauty commerce journeys. Our highly engaged audience chasing new product with always on shoppable activity across Paid Social, DCO and PPC – this ensured no potential sales were missed
2. We also needed to create LIGHTHOUSE MOMENTS telling a reappraisal story of premium beauty at Boots (with everything instantly buyable digitally!). Establishing key moments of IMPACT across the year, where Boots talked about new must have products and brands, telling not just selling, with a focus on relevant content with strong Boots brand association, product placement, and tapping into cultural ‘beauty’ moments

We would seek out the most relevant and inspiring cultural moments and ensure Boots were synonymous with the best in premium Beauty.

**Execution:**

Firstly, evolving our scale media to deliver broad awareness using our TV analytics tool -optimising our use of linear TV to schedule spots around the moments our data showed generated strongest digital response towards Boots.ie.

Then, critically to build consideration amongst Beauty Believers our media body language needed to pivot.

Content was key, to fill all the gaps TV couldn't. Working with RTE we partnered the first ever series of Glow Up Ireland. Sponsor bumpers were a tiny part, we secured in show Product placement of latest beauty must haves – rotating every week for 8 weeks!

Underpinned by:

1. 8WKS proximity DOOH, weekly copy changing supporting products featured in each TV episode
2. Exclusive content Social vidéos
3. Weekly native editorial click and buy
4. Shoppable HPTOS, Dynamic programmatic
5. Intelligent Search strategy to harvest show interest generated
6. A bespoke commerce Glow Up Hub on Boots.ie- EVERY journey had to end here!

**Results:**

A fresh new look in our media approach is delivering a Boots Beauty makeover through inspirational content and optimised digital journeys that drive sales AND build Boots beauty credentials:

- Glow Up fuelled dramatic increases in revenue! +40% vs 2020!
- And delivered +30% increase in volume YOY!
- 90% of exposed viewers saw the partnership as a 'perfect fit'
- Search was integral to harvesting the demand we created for the latest products – premium beauty ROAS during Glow Up increased 54% vs 2020 and whopping 147% vs 2019!

Crucially Irish shoppers are looking at Boots differently with more agreeing that Boots is destination for brands they REALLY want to buy (73%)

“We were blown away by the success and solid business results from the Glow Up Ireland partnership – our new media strategy put content at the heart of our approach for Premium Beauty, and Glow Up meant we had the best possible platform to showcase the latest Beauty products we knew our audience wanted!”

**Linda Nolan, Head of Marketing, Boots.**

Sources: Boots/ Group M Glow Up Research 2021