



Alongside this, Boots, despite making progress on enhancing the range of products available in-store/ online were seeing erosion in sales performance of premium beauty lines driven by new category entrants with direct to customer online e-commerce platforms and also the specialist department stores – where switched on category Buyers believed they could get the newest 'must have' products, more quickly.

To successfully protect + drive sales, we had to quickly engage this new 'tribe' of Beauty buyers and convince them that Boots is a credible destination for the latest brands, and that they could get their hands on the products as quickly as they could possibly want with fast (and even free) delivery from the Boots online commerce platform Boots.ie.

No small challenge!

## The Strategy

Our bespoke BAV 2022 Irish brand Data from over 8,000 Irish consumers showed us that Boots were seen as a functional brand among younger consumers, not resonating among this audience at all.

Tied to this, we had already seen that the power and role of digital influencers had grown at pace in Ireland, almost 50% of 18-34 Beauty Buyers in Ireland recently admitting their general online purchase behaviour was readily impacted by social influencers (source Audience Origin ROI, 2024).

The beauty category is at the forefront of this effect, with product hungry consumers eager to gain access to brands and product exclusives showcased by influential social media content creators. Our own audience research reiterated that these social platforms were significant part of younger consumers media usage, TikTok in particular had grown quickly to become a huge reach driver among younger audiences.

We have worked hard with Boots over time to harmonise their use of TV - which econometrics had shown remained critical as a driver of ROI - with an increased adoption of sophisticated digital activity, it was evident that simply showing 'more ads' wasn't going to be enough on its own. We had to break the norms!

We needed to move the dial from functional to culturally relevance. Our solution would need to persuade younger audiences to engage and see Boots differently, but also continue to deliver successful campaign presence across TV and AV which still had a significant role to play in reaching all Boots shoppers.

Whilst Meta was important - Insta offered access to a wealth of influential Beauty voices - we saw TikTok had become spiritual home to biggest cultural trend #GRWM (Get ready with me) with over 79.5 billion hashtags activated, a social phenomenon that showed no signs of slowing as it expanded into not just outfits for evenings out but total looks and makeovers. The trend had exponentially exploded on TikTok with the hashtag #GRWM amassing over 200 billion views to date.

With TikTok being Gen Z's favoured platform, it thrives on authentic, relatable, and candid content. With creators talking directly to their audience the format has been likened to Face timing a best friend while they share beauty secrets and routines. This made it the ideal trend to tap into to drive cultural relevance through trusted content creators and beauty influencer, positioning Boots as the go to destination for all things premium beauty, skincare and haircare.

Working closely with our internal creative team, we had an idea, we would not only harness the GRWM TikTok trend but completely turn it on its head! Whilst social platforms obviously were key to deliver authenticity and engagement we wanted to go bigger, much bigger!

So, we connected with one of Irelands highest profile broadcast production providers Virgin Media Television to get Ireland Getting Ready live on TV! For the first time ever!

Get Ready With Boots!

If you have any graphics, charts, research documents to support this section please attach here

PDF

[TAMI Boots 2024 Entry\\_BAV... \(212 KiB download\)](#)

## The Plan

In an Irish media first, we took the TikTok #GRWM phenomenon to Irelands TV screens with a simultaneous live broadcast across both TikTok and Virgin TV!

Boots in partnership with carefully selected and highly trusted Irish Beauty influencers and content creators would showcase a range of the latest must have products from cleansers to primers lipsticks and even fragrances, through GRWM events taking place over a series of Ad-break dominations in high attention 'appointment to view' peak TV programming.

Working with our creative Invention @GroupM team and Virgin TVs own production studios, with 4 diverse content creators - Ayo Fierce, Lauren Whelan, Devina Devine and Ben Sun - we produced high quality, authentic 'TikTok' style, content that was as much at home on the nations TV screens as it would be on a phone handset!

We produced 2-minute live ads that aired consecutively throughout the course of our carefully curated programme selection showing the full 8-minute GRWM look as it took shape over the course of the show, whether it was getting ready for a Halloween night out or preparing for party season.

The placement of these live ads was going to be critical; we knew it would need to be in TV content that itself drove attention and conversations amongst viewers - younger and older! So, working with Virgin Media we carefully curated a selection of ad break takeovers that would ensure the Live content would get the attention and reach it deserved!

In week One, the campaign would launch in the brand-new season of the much talked about return of Big Brother on VM2, with our 2-minute segments running in every ad slot solus from 21.08PM to 22.19PM and delivering over 167,000 individuals! Alongside this presence over TikTok and Meta exploded through a combination of organic and paid amplification, delivering over 3.5M content views - The perfect marriage of powerful TV presence and Digital screens!

Weeks 2 and 3 saw further takeovers in Big Brother, as it continued to grow and gain the attention of the viewing public, with over 211,000 individuals and 226,000 individuals respectively - we simply couldn't have hoped for a better and more culturally relevant platform than Big Brother to reach our younger Beauty audience!

For the final week of Boots GRWM we wanted to really grab the nation's attention to the content with our partner, the famous Drag star Davina Devine so, we opted for Emmerdale as the closing event of our campaign! Crucially Emmerdale still hit the same young female audience of Big Brother while also extending our broad reach of the campaign to a broader TV viewing audience to create talkability. We also loved the juxtaposition of a drag star taking over the airtime of one of the most popular mainstream soaps in the country ensuring we went out with a bang! it worked, delivering over 737,000 individuals!

With sales the ultimate goal - and knowing the importance of appealing to the growing demand for immediacy and availability - all of this new Boots GRWM Live TV content activity was shoppable with QR codes embedded within the TV advert frames, and all social cutdown content was instantly shoppable at every point!

If you have any documentation (graphs, photos, charts) to support this section please upload them here

PDF

[TAMI Boots 2024 Entry TV...\(831 KiB download\)](#)

## The Results

Sales in Premium Beauty at Boots were under huge pressure, driven by new brands, new routes to market and troubling perceptions of Boots as more Pills and Potions than home to the latest must have Beauty products.

Well, our GRWM Live TV and Tik Tok campaign absolutely smashed it in terms of sales performance!

- With a total budget of €200k that had to cover working with top quality Beauty Content creator talent! securing premium broadcast and Social media space! AND then ensuring we could deliver broadcast quality production! We are thrilled that the

GRWM Live activation delivered well over 4.5 times the original budget in revenue!

- The campaign delivered a 280% increase in premium beauty sales at Boots.ie YOY - impact directly attributable to the actual products being featured within each of the 4 weeks Live GRWM content, this brilliant campaign was the ONLY point of difference within the Beauty category plan at Boots vs the previous year!
- The TV end frame made a real difference to viewers who wanted to buy there and then! with the QR code scans alone delivering almost 10% of all campaign attributed revenue!
- The TikTok element of the campaign resulted in us seeing our highest ever ROAS on TikTok for Boots!
- Running cutdowns of the TV content across Meta platforms that were instantly shoppable through Collections Ads saw a stunning ROAS of 75!

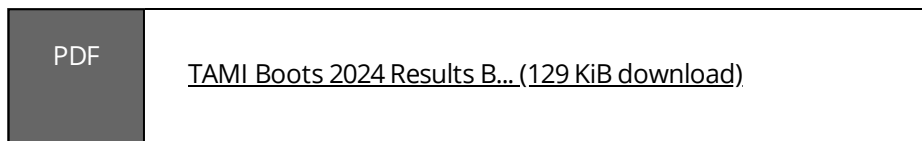
With over 12M impressions delivered over Social alongside the unmissable takeovers on Virgin Media Television we truly created buzz and excitement about Beauty at Boots!

But, did we persuade the new generation of Beauty buyers that Boots really does offer the latest must have Products they are desperate to get hold of? Simply Yes! We increased online Beauty sales amongst 18-34s by a staggering +744% in the campaign period YOY!

The campaign was a resounding success, we found the perfect way to marry the scale, reach and effectiveness of TV with the cultural immediacy of a growing social media trend - by creating eye catching, entertaining content that busted the norms of how TV ad breaks work - we even hear rumour that our friends in Boots UK might want to activate our idea over there too!

source: Boots Ireland/ Meta/ Tik Tok

If you have any supporting documentation to support ths results section (graphs, charts,images etc) please add them below



#### Client Involvement

"We were absolutely thrilled!

Our media strategy centred around embracing innovation, creating captivating content, and harnessing the influence of social media personalities to connect with younger Beauty buyers here in Ireland.

GRWM Live' provided an unparalleled stage for us. Moreover, the event allowed viewers to shop their favourites instantly – and led to impressive sales results!"

Linda Nolan, Head of Marketing, Boots Ireland.

Video link #1

<https://f.io/6iT25KJb>

Video link #2

<https://f.io/79ECSfXE>

#### Team Information

**Name and company**

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**Name and company**

Samarah Coughlan, Invention @ GroupM, Creative Concept.

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