

globaleffectiveness

Client Objective

Lancôme wanted to promote their fragrance La Vie Est Belle for Mother's Day.

How did DAX help?

The DAX campaign ran for 4 weeks for the month of March targeting DAX Gifters Audience and a wider female audience to build awareness.

Global Creative created one piece of copy which captured testimonials of people's relationships with their Mothers and the special bonds they have with them.

Did it work?



32%

Uplift in awareness of La Vie Est Belle from non-listeners to listeners who recalled the activity.



93%

Uplift in brand recommendations from non listeners to activity recallers.



89%

Uplift in brand consideration from non listeners to activity recallers.

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Research methodology

Differentology: Brand uplift study with 500 participants using test v control

Brand Image

Core brand perceptions increased significantly

(Base: All respondents. Control sample n=250, DAX Recall n=63)

For people like me



Are timeless



Women of all ages



■ Control ■ Recall

(Base: All respondents. DAX listeners n=30)

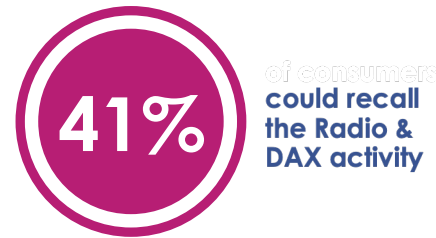
DAX helps to drive top-of-mind awareness

(Base: All respondents. Control sample n=200, DAX n=300, DAX recallers n=121)

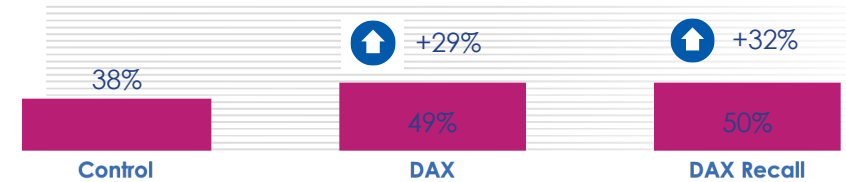
Ad Recall

Strong level of campaign cut-through

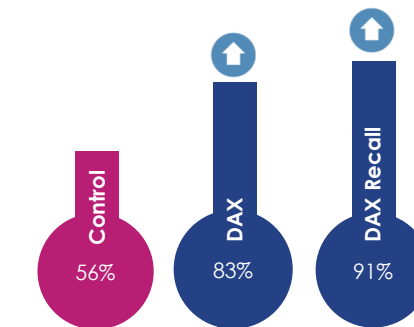
(Base: All respondents DAX listeners n=296)



(Benchmark 30%)



Brand consideration



Consideration increased further with recall of the campaign

(Base: All respondents. Control sample n=198, DAX n=296, DAX Recall n=121)

Call to action

The DAX campaign drove positive action

(Base: DAX recall, n=63)

