

FOR EVERY ONE

FOREO

MAKE A RADICAL DIFFERENCE

About

Sweden- based FOREO was founded in 2013 with a rebellious spirit and an unquenchable thirst for more.

The company produces facial cleansing brushes, sonic electric toothbrushes, cleansers, and eye massagers for the consumers and professional markets. It thrives in making a radical difference to it's customers' everyday lives, transforming daily routines in to vibrant rituals, with cutting-edge technology and sleek, modern designs.

Objective

Driving awareness about FOREO's award winning product LUNA, a range and collections of silicone skincare devices for facial cleansing and anti-aging benefits. Objective starts with brand awareness and ultimately driving sales.

Target Audience

- Females aged +25, who are interested in beauty, cosmetics, fashion and travel.

Markets

- All.

Solution

- High focus on **Content Marketing solution**, mainly creating articles about each of LUNA products, publishing and promoting the same across Layalina plus 3oud websites.
- Utilizing **7awi social media platforms**, in order to guarantee higher users' engagement. Mainly using Layalina Facebook page.
- Using **promo codes** in the occasion of the Valentine 's Day, in order to guarantee higher users' engagement.
- Launch **Advertising Campaign** (Interstitial ad format) across Layalina and 3oud, focusing on FOREO target audience across the channels.

Results

- FOREO articles achieved a total of **48,431 PV and 31,811 UV**.
- Interstitial ad format achieved **3.82% CTR**, a total of 50,007 imp and 1,909 clicks.

