

7awi SOLUTIONS

The launch of Johnson & Johnson's new Body Lotion - Vita Rich Cocoa Butter



Objective

- Driving awareness of the new product launch.
- Driving Purchase for the new product.

Target Audience

- Age: 35-18 years old.
- Gender: Females.
- Behavior and Interests: University Students to Young Mothers who care about Health, Beauty, Fashion, Makeup, Tutorials, Blogger content, Travel, Cooking, Gaming and Lifestyle.

Markets

- KSA and UAE.

Solution

- **Produce videos** that focus on the product, and through stories relating it to different audience segments (Lifestyle, Celebrities, Bridal and Fashion).
- Run **product awareness campaigns** across 7awi network, focusing on J&J target audience in UAE plus KSA. Mainly targeting Layalina.
- Focus on high impact ad solutions, mainly **interactive video formats** (Video Stories Interstitials) in order to showcase the product.
- Run **influencer** marketing campaign using **Facebook Live**.
- Use **content marketing**, through producing articles posted across 7awi related sites (Layalina) and across 7awi's social network.

Results

- Achieved **3.96% CTR** for the Overall campaign, delivered a total of **22,575 clicks** and **570,706 impressions**.
- Video Interstitial ads, **achieved an average of 30% VCR (Video Completion Rate)**.
- Influencer live video streaming marketing campaign, generated a total of **382,000 views**.

Live Demo

- <http://7awi-uae.celtra.com/preview/b54ce459#deviceType=Phone>