

# NIVEA FEEL CLOSER

**CAMPAIGN ACTIVATION ACROSS  
MULTIPLE RETAIL TOUCH POINTS:  
NIVEA 100<sup>TH</sup> ANNIVERSARY  
CAMPAIGN**



## KEY AIMS OF FEEL CLOSER IN 2011

Drive greater engagement and understanding of Feel Closer by developing a through the line activation campaign

Drive awareness of NIVEA's 100th Birthday in a consistent way with the "Feel Closer" communication activation

Show progression to modern day NIVEA brand/products

**FROM**

- Old fashioned
- Blue pot
- Not relevant to me

**TO**

- Modern
- Relevant to me
- Consider purchasing





# CONSUMER OBJECTIVES

**Drive awareness of NIVEA's 100th Birthday**

**Launch new Global Communication Platform – to strengthen NIVEA core values**

## Execution

Crème TVC acting as Masterbrand communication, strengthening NIVEA core competencies

Rihanna Music (California King Bed)

PR stories/advertorials

## Media

TVC and Outdoor





# SHOPPER OBJECTIVES

Reinforce NIVEA's expertise through product & range credibility with 100 years as the hook

- To build our expertise credentials by showcasing range & depth of NIVEA's skincare offering
- To drive **awareness of the breadth of NIVEA's skincare ranges** amongst loyal and non-users
- To communicate the 100 yrs anniversary of the UK's most trusted skincare brand in a consistent way with the "Feel Closer" communication activation
- To drive **cross-category purchase** and weight of purchase (££)





TVC





# OUTDOOR EXECUTIONS







**WE SAY  
WE'RE CLOSER  
THAN EVER  
AND WE'RE ON  
A MISSION TO  
PROVE IT**



**100 YEARS  
FEELING  
CLOSER**



# EXECUTION: THE DEBATE & ROLE OF THE SCIENTIST

- Objective: To initiate a **powerful debate** on modern relationships for the nation to share.  
  
It's the **catalyst** for a campaign to get the UK public to stop and consider **how close they really are** to those they care about.  
  
We want to get the nation **fired up** and create a broad **mass media discussion**.



- The Scientist: Professor Geoffrey Beattie Head of School & Dean of Psychology at University of Manchester
- White paper on the psychology of closeness
- Use white paper content on website, PR, blogging
- Geoff to make appearances for TV/radio and videos to be used on website



# TTL INTEGRATION - £2m+ MUTI CHANNEL CAMPAIGN



ALTERNATIVE MEDIA PLACEMENT



DIGITAL INTERACTIVE MEDIA

MASS COMMUNICATION

ONE TO ONE



LARGE FORMAT MEDIA



DIGITAL MEDIA



GROUND-BREAKING EXPERIENTIAL

## BRINGING "CLOSENESS" TO LIFE



# ATL ACTIVITY





# DIGITAL ACTIVITY



**HEALTH AND BEAUTY**  
- HEALTH BENEFITS OF  
BEING CLOSE

**FEMALE - RELATIONSHIPS**  
AND STRATEGIES ON HOW  
TO GET CLOSER

**FAMILY AND  
MOTHERHOOD**  
- THE POWER  
OF TOUCH

**EVERYDAY LIFE - ARE**  
PUBLIC DISPLAYS OF  
AFFECTION JUST FOR  
THE YOUNG?





# SHOPPER PATHWAY TO PURCHASE





# OUTSIDE STORE - EXPERIENTIAL ACTIVITY



**NIVEA** 100 YEARS  
FEELING  
CLOSER



# OUTSIDE STORE - EXPERIENTIAL ACTIVITY

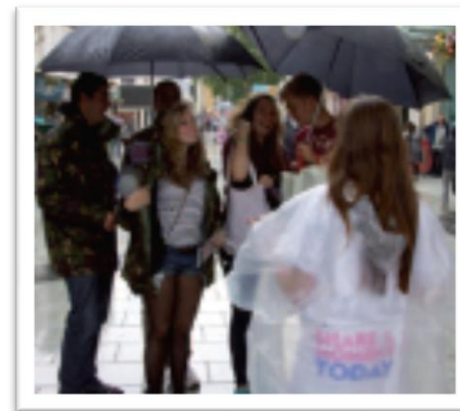


Engage face to face  
with the nation to  
capture moments of  
closeness

7 shopping centre's  
21 days

Popular high streets and  
beaches 30 days

- ✓ **Communicate Feel Closer**
- ✓ **Capture a moment of closeness**
- ✓ **Drive participants online**
- ✓ **Coupon to drive sales**





# OUTSIDE STORE – WHAT DID IT LOOK LIKE?



Engage and Educate

Drive promotional awareness

**PURE & NATURAL**

**15 MINUTES TO LOOKING GOOD**

**THE EVOLUTION OF AN ICON**

**CLASSIC NIVEA**

**Enjoy 100 years of skincare**

**Happy birthday Nivea**

**SENSITIVE**

**NORMAL**

**ANTI-AGEING**

health&beauty/promotion

magazine/promotion

100th Nivea Cream was created. The pure white cream, whose name comes from the Latin word for snow, soon became a global success. Although the iconic blue tin is still part of our everyday life, there are now more than 1500 Nivea products. Continuing to set standards, Nivea is constantly innovating, with soothing sunscreens and body milks, shower gels and deodorants that will take the skin to new heights.

Celebrate with Nivea! Look for great Nivea offers when you shop at Tesco.

Congratulations on Nivea reaching its 100th birthday a whole century of skincare expertise. To say thank you for your support over the years, Nivea has some great special offers on skincare favourites in store at Tesco.

**Half Price**

...and Double Clubcard Points too.

**NIVEA**

**pearl beauty**

**cashmere moments**

**Q10**

**anti-wrinkle**

**pure & natural**

**100 YEARS SKINCARE FOR LIFE**

**MANY HAPPY SAVINGS**

online at [tesco.com/groceries](https://www.tesco.com/groceries)

**TESCO** Every little helps

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**NIVEA**

**100 YEARS SKINCARE FOR LIFE**

**MANY HAPPY SAVINGS**

superdrug.com

**Superdrug** take another look





# IN STORE - THE LOOK IN GROCERY



In Store



**GREAT OFFERS**



**Save £2**

when you spend £6 on any NIVEA products

**Sainsbury's**  
Valid until xx/xx/xx



99 01234 56789 9  
1234  
2158 01 0330 1106 112641

**More savings. More rewards.**





# IN STORE – THE LOOK ON THE HIGH STREET



In Store

INTRODUCING NEW NIVEA VSAGE ANTI WRINKLE Q10 PLUS TINTED DAY CREAM

What will you try next?

Be simply beautiful

Superdrug Exclusive!

Your chance to meet Rihanna

Free download with our exclusive Nivea tin!

Celebrate Nivea's 100th birthday!

100 bonus points when you spend £5 on Nivea products

100% 100 YEARS



Nivea\_Boots.mov





# PRODUCT NIVEA CRÈME LIMITED EDITION



Product

## Rihanna Limited Edition Tin

- Connect with Rihanna fan base and engage Superdrug consumers in store
- Superdrug Exclusive 150ml Tin
- Downloadable Content, inc Song and Wallpapers
- Augmented reality Tin
- Facebook and Youtube content inc interactive Video





# ETERNITY EVALUATION



**Summary of 100 year celebration activity on shoppers and the NIVEA brand**



# OUTSIDE STORE - EVALUATION

Leverage Westfield's Stratford launch with  
**1 million** people  
visiting in the first week  
alone

Generated over **half a million minutes** of  
face to face interaction  
with people

Reached 2.2m people

**386,000** coupons  
handed out and  
redeeming at 5%  
redemption rate

**48,000** people who  
interacted visited the  
dedicated site

Benchmarking –  
Glee activity  
highest ever  
online  
conversion of  
56% (industry  
avg. 35%)

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**1 million** people  
visiting in the first  
week alone

**Face to face** interaction  
was the most effective way to  
communicate the campaign  
message to people. Rich  
interaction prompted

56%  
those  
who had  
a moment  
visited  
our site



# INSTORE MEDIA PERFORMED WELL

The in store TV walls and trolley media delivered averages sales uplifts of 5.1%\*

- The campaign successfully drove awareness of the NIVEA 100 years campaign
- The campaign drove incremental sales over and above both the secondary space and the promotion

	Campaign period		8 week post period	
Media	Advertised Uplift	Total Brand Uplift	Advertised Uplift	Total Brand Uplift
Trolleys	n/a	2.9%	n/a	3.1%
TV Walls	4.8%	2.5%	7.1%	0.8%
Trolleys & TV Wall	5.1%	2.2%	2.2%	2.3%

- The high uplift in the post period for both media shows that the advertising drove repeat purchase.

\*on the advertised sku's in the sales period



## MEASURING THE SUCCESS

- The engagement and activation targeted shoppers across many touch points in and out of store
- Shopper numbers increased
- Successfully drove cross shop between our different categories
- Limited edition Rihanna tin in Superdrug drove interest around skin care
- New and exciting shopper engagement through ECRM achieved good level of click through on newsletter



# CONSIDERATIONS FOR FUTURE ACTIVITY

- Continue to **engage shoppers** pre and in store with engaging messages from NIVEA, across the **product portfolio** with TTL communication
- Get closer to **evaluating the impact** of activity on shopper loyalty and cross shopping to enhance our learning and to get closer to the shopper
- Continue to explore **new in store media** touch points that surprise and delight the shopper
- Continue to **drive awareness** of the breadth of the NIVEA range driving **cross category** purchasing and weight of purchase