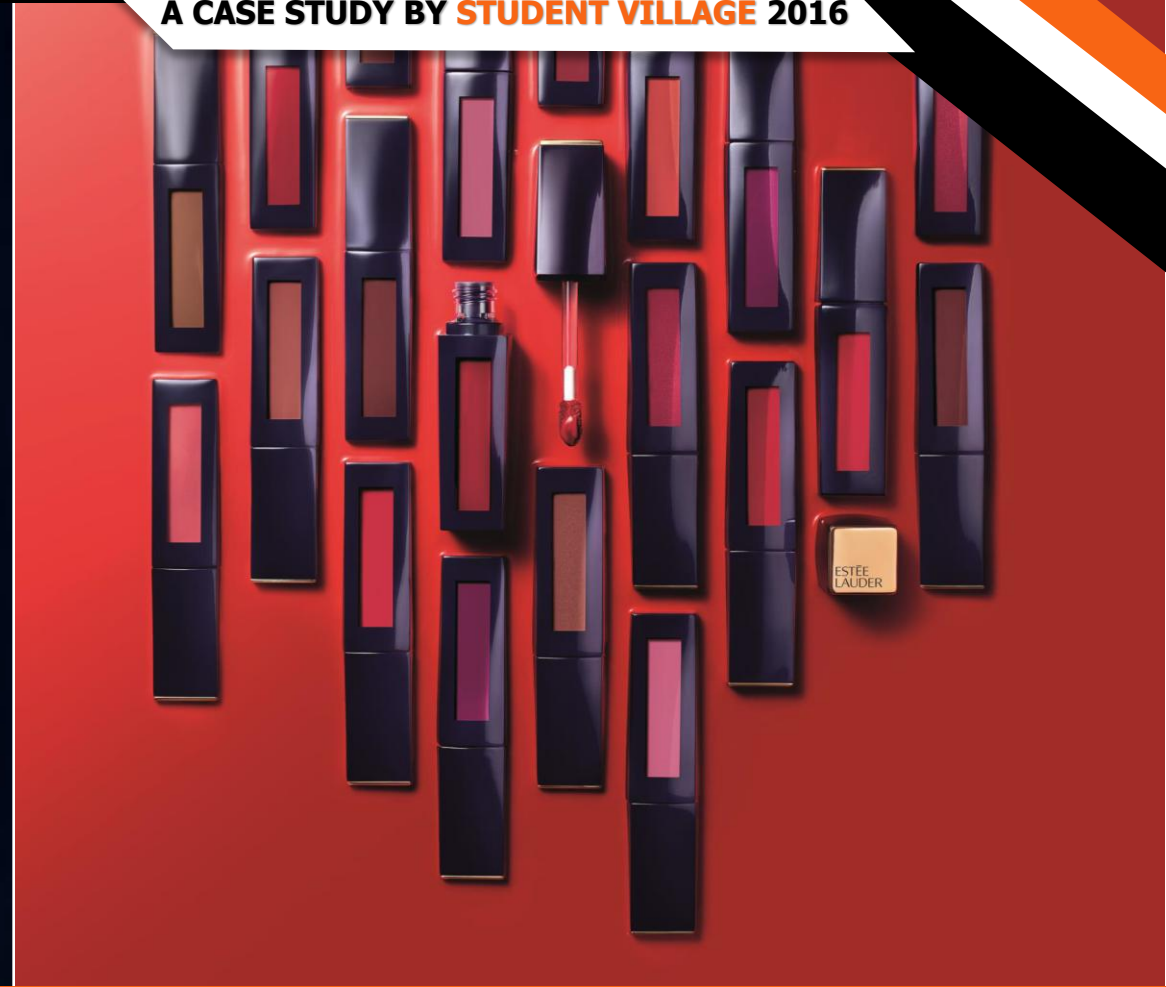




ESTEE LAUDER PURE ENVY CAMPAIGN

A CASE STUDY BY **STUDENT VILLAGE** 2016



A case study by Student Village 2016



THE APPROACH

**ESTEE LAUDER
APPROACHED
STUDENT
VILLAGE TO
EXECUTE THEIR
SELFIE ENVY
CAMPAIGN,
WHICH WAS
GEARED
TOWARDS
MARKETING
THEIR NEW PURE
ENVY LIPSTICK
BRAND TO
STUDENTS**



ESTEE LAUDER WANTED **STUDENT VILLAGE** TO...

CREATE STRONG AWARENESS AND BRAND AFFINITY BETWEEN ESTEE LAUDER AND THE YOUTH

CREATE A COOL EXPERIENCE ON CAMPUS THAT CREATES AN AFFINITY WITH THE BRAND – THE ESTEE LAUDER WAY

ENCOURAGE STUDENTS TO SAMPLE PURE ENVY LIPSTICK

TARGET LSM 8 – 10 STUDENTS IN SA





CONCEPT AND APPLICATION

CAMPUS DYNAMICS INCLUDED: PRE-ACTIVATION MEDIA, A SELFIE SQUAD, ACTIVATION SAMPLING STATIONS, SOCIAL MEDIA INFLUENCERS

SOCIAL MEDIA INFLUENCERS AMPLIFIED ACTIVATIONS ON CAMPUS BY SHOWING OFF THEIR HAMPER PRODUCTS AND CREATED HYPE ON ALL SOCIAL MEDIA PLATFORMS INCLUDING TWITTER, FACEBOOK AND INSTAGRAM

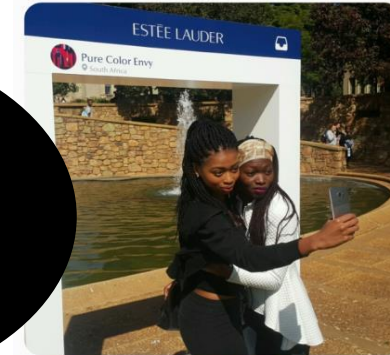
ACTIVATIONS TOOK PLACE ACROSS FOUR CAMPUSES INCLUDING:
UNIVERSITY OF WITWATERSRAND
UNIVERSITY OF CAPE TOWN
UNIVERSITY OF PRETORIA
UNIVERSITY OF KWAZULU NATAL

RELEVANT ENGAGEMENT ADDED TO THE ALREADY EXCITING CAMPAIGN:

CAMPUS RADIO LIVE READS AND LIPSTICK MAKEOVERS IN STUDIO

POSTERS ON CAMPUS PRIOR TO ACTIVATIONS

A LIFESIZE INSTAFRAME FOR PHOTOS



RESULTS

THE EXPECTATIONS WERE HIGH BUT **STUDENT VILLAGE** EXCEEDED THEM. SEE THEM FOR YOURSELF...



ESTEE LAUDER LAUNCHED THEIR CAMPAIGN IN AN INNOVATIVE ENGAGEMENT. STUDENTS WERE BOWLED OVER BY THE PRESENTATION WHERE THE BRAND SAMPLED PURE ENVY TO OVER 3000 STUDENTS AND COMPLETED A TOTAL OF 192 INCREDIBLE MAKE OVERS

THE CAMPAIGN REACHED IN EXCESS OF 126,700 ACCOUNTS ON TWITTER WITH 250,908 IMPRESSIONS AND 141 ENGAGEMENTS

BECAUSE OF THE AMAZING EXPERIENCE GENERATING SERIOUS FOMO, ESTEE LAUDER DROVE THE NEED TO ENGAGE ON AND OFF CAMPUS AND LEFT STUDENTS WANTING MORE



**FIND MORE CASE STUDIES @ WWW.STUDENTMARKETING.CO.ZA
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