

BEST OFFER EMAIL: BEAUTY

GARNIER

ESP: ZETA GLOBAL

MARKETING AGENCY/PARTNER:
ZETA DIGITAL IMPACT

SUBMITTED BY ZETA GLOBAL

GOALS: The goal was to build buzz and excitement around the new line of Garnier products and to raise awareness and generate engagement around the launch by encouraging consumers to pledge to take the Grow Strong Challenge and use the video for up-and-coming recording artist and influencer Rachel Platten's Fight Song.

CHALLENGES: Garnier wanted to introduce Grow Strong, a new range of shampoo, conditioner and hair treatments formulated with a power dose of active fruit concentrate and ceramides to make every inch 10x stronger for longer hair. Breaking through and successfully communicating the differentiating benefits of new hair care products with new formulations to a brand loyal audience is always a challenge.

RESULTS: It garnered above average delivery rates, 5.40% above benchmark open rates and 3.12% above benchmark click-throughs. On social sites, it went above and beyond, generating thousands of Grow Strong Challenge entries.

WHAT WE LIKED: The results were impressive. We liked the creative, social and animation elements.

The screenshot shows an email campaign for Garnier's #GROWSTRONG challenge. At the top, it says "GARNIER" and "#GROWSTRONG, [FIRSTNAME]" with a personalized subject line. Below that, it says "Want to grow your hair longer? Then it has to be stronger." The main image shows Rachel Platten in a hair salon, with a hairdresser styling her hair. Text below the image identifies her as "RACHEL PLATTEN - MULTI-PLATINUM POP ARTIST, 'FIGHT SONG' & 'STAND BY YOU'". A call-to-action button says "Take the Grow Strong Challenge". Below the button, it says "Formulated with a Powerdose of Active Fruit Concentrate and Ceramides, the all-new Grow Strong system lets you make every inch 10X stronger". The bottom section features the text "CHALLENGE ACCEPTED" and "Get your #GrowStrong on - and stronger, healthier long hair will be yours." with a "Learn More" link. At the bottom, there are social media icons and a footer with legal disclaimers and contact information for Garnier LLC.