

BEST WELCOME EMAIL: BEAUTY

GARNIER

ESP: ZETA GLOBAL

MARKETING AGENCY:
ZETA ACXIOM IMPACT

SUBMITTED BY ZETA GLOBAL

GOALS: We wanted to create an email campaign that would be simple, educational and visually compelling. The first email needed to be benefit-driven, outlining the steps to the “Clearly Brighter Challenge” and offering a \$2 coupon. The second email had to reinforce the benefits of the product by showcasing just a few of the 3,000 five-star reviews this product has received.

CHALLENGES: Garnier wanted to promote and drive trial for Clearly Brighter Brightening and Smoothing Daily Moisturizer with SPF 15, which is touted as “the best formula in the history of Garnier Skincare.” First, we had to encourage our audience to take part in the “Clearly Brighter Challenge.” The next step was to follow up with a “Rate & Review” email designed to persuade customers to try this highly reviewed product, containing SPF for summer protection. Finally, we had to educate our audience about the necessity of SPF protection.

RESULTS: The challenge email garnered an impressive 40.12 percent open rate over benchmarks and the Rate & Review email came in at 28.98 percent above benchmark. These emails also resulted in increased Clearly Brighter sales, reviews and website visits.

WHAT WE LIKED: The creative. The use of animation helps to convey the products value proposition.

