

Case Study//Girlfriend

The Campaign

- Connect Priceline Pharmacy to a new youthful target audience of Girls 13-19 years
- Increase sales and store visitation in July/August
- Drive high levels of customer engagement
- Establish a new Priceline "Little Sister" to represent the teen audience and feature across Priceline Pharmacy assets

The Campaign Delivered

- Priceline Pharmacy as the go to destination for teen beauty
- In store traffic around the roadshow events
- Heightened awareness of Models Prefer range
- Heightened awareness of the Priceline Pharmacy's in store Beauty Advisor offering

The Delivery

- 17x Insertions across 6 Issues Including 11 x Beauty How to advertorials
- 36 Videos including 9 x NATIVE how-to videos featuring Girlfriend Talent
- 150+ Social media posts
- Bespoke Digital content hub featuring interactive and interchangeable toggles and skins
- Usage of Samantha Harris as Campaign ambassadors
- A Views content hub featuring a photo booth, and how to videos and product galleries
- 5 National Events in Westfield including QLD, NSW, VIC, SA, WA
- Over
- National PR Campaign
- 8 Television spots including a call to action and winners announcement segment

The Results

- Print campaign reach: 519,000
- Digital: 1,640,371 Impressions and almost 44,000 Unique Users
- Social: 6.5million social reach, over 5.7million views, over 113,000 shares
- Video: Over 41,000 video views
- Viewa: Over 17,445 views
- Events: Over 3,000 attendees at the Events
- PR: 24.5 million impressions and over 4.9million in PR market value
- Cost vs Value delivery of over 11x

