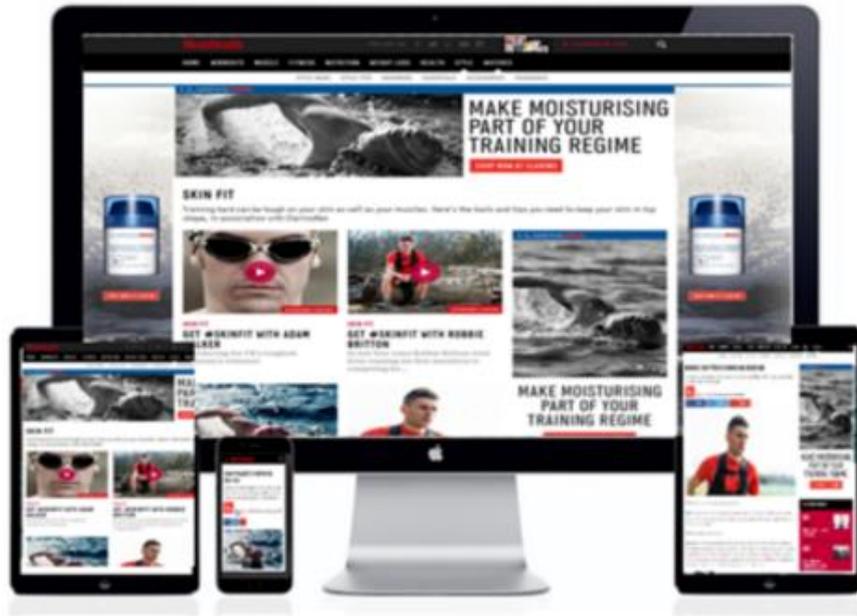


CLARINS CHOOSES MAGAZINE MEDIA TO ENGAGE ACTIVE MALE AUDIENCE IN #SKINFIT CAMPAIGN



BACKGROUND

Clarins wanted to generate awareness of their brand whilst specifically driving trial of the ClarinsMen product range. The aim was to align the campaign with fitness, health and an active lifestyle, promoting the Clarins brand as the 'go-to brand' for active men and demonstrating the benefits it has to offer.

IDEA

Embracing their audience's passion for looking and feeling good, Men's Health devised the #SKINFIT Campaign - The Active Man's Guide To High Performance Skincare.

They created a series of mini documentary snapshots of the lives of male sporting ambassadors demonstrating how they look after their skin.

The campaign showed busy, active men how to look and feel great without investing hours of time in the bathroom, through the eyes of similarly busy, active men at the top of their game. The Skin Fit campaign placed the passion for fitness and sport first, with a bite size Skin Fit tip connected to each story.

EXECUTION

The campaign rolled out across magazine media via print, digital and social. The creative execution included two male ambassadors - the World Ultra Runner, Robbie Britton and Ocean Swimmer, Adam Walker, whose sporting passions put their skin through the most extreme weather conditions. Each ambassador shot two short documentaries driving the message “from morning moisturising to evening exfoliation, get #skinfith with our grooming heroes”.

A new SKIN FIT online hub was created in the MH.co.uk site
www.menshealth.co.uk/skinfit

The content profiled the ambassadors activity while demonstrating how Clarins was the perfect addition to their regime to keep them fresh and feeling good.

RESULTS

The campaign delivered successful social media engagement, with the target audience viewing the #SKINFIT Ambassador content on Facebook.

There were 176k views and a 2.4m reach via twitter.

The SKINFIT Hub too received over 36k visitors, with average dwell times of 2m 04s demonstrating that the campaign successfully delivered compelling content.