

GHD DRIVES AWARENESS WITH PRE-CHRISTMAS MAGAZINE GIFTING CAMPAIGN

BACKGROUND

GHD wanted to drive awareness and desire for their hair straightener range in the run up to Christmas and looked to magazine media to deliver their target audience.

IDEA

The magazine campaign editorial and creative idea was built around the notion of gifting and that all a girl needs for Christmas are GHD's. Partnering with Hearst, it made use of their new digital service 'Shared Spaces' and highly successful Cosmopolitan Snapchat Discover channel, to host the campaign.

EXECUTION

The multi-platform campaign, weighted in native content, also included two bespoke online native articles, with a strong celebrity-based tone and editorial focus which was supported by display, social and print.



RESULTS

The campaign activity succeeded in driving strong user engagement amongst the Cosmopolitan audience and exceeded all KPIs.

- Bespoke online articles combined saw dwell-times of up to 3m 38s and over 1,000 shares
- Streaming via Periscope saw an overdelivery of campaign KPIs by 223%
- A celebrity-lead feature on the Cosmo Facebook page for GHDs received over 700 Facebook likes
- The Cosmo Snapchat channel saw over 641k views – rated the most successful campaign on Cosmo Snapchat for views