

CASE STUDY

Garnier Nutritioniste

PROGRAM OBJECTIVES

- Introduce the Garnier Nutritioniste Eye Roller to key group of female influencers and generate word-of-mouth recommendations.
- Develop a word of mouth marketing campaign to bolster national advertising program.
- Obtain key insights from the target demographic to assist in future advertising messaging.

TARGETED MEMBERS

- Influential, connected female beauty product consumers, ages 20-39

HOW DID IT WORK

- 2,000 SheSpeaks members selected to participate
- Kits were sent to members with Nutritioniste Eye Roller
- Online product coupons were given to members to pass on to friends and family
- Pre- and post- surveys were completed by participating members

CONTACT US

888.439.6590

sales@shespeaks.com

www.shespeaks.com/clients



"I LOVE the roller ball applicator! I feel like I am giving my under eyes a little massage each time I use it! It's wonderful!" - SheSpeaks Member

 **GARNIER**
Take care.

WHAT HAPPENED

- Drove increase in purchase and recommendation intent:
 - 174% increase in intent to purchase product.
 - 205% increase in intent to recommend product.
 - 93% of participants discussed the product with others, on average 8.2 people within the first four weeks.
- Generated buzz: 2,000 members generated 150,000 conversations about the product within just the first four weeks
- Drove sales: 2,000 members passed along product coupons resulting in 50,000 downloads (only one download per IP address).
- SheSpeaks Member testimonials to be featured in upcoming product advertising
- Valuable product and marketing insights were generated by the participants' unfettered feedback:
 - Convenience and style of the packaging received the highest feedback ratings
 - The ease of application and the uplifting, rejuvenating feeling was the most compelling to SheSpeaks influencers

"I got it today and I tried it right away... the product was awesome, made my eyes feel instantly refreshed. It says it takes 2 weeks to make the darkness disappear, but from what I experienced today, I will be buying this again!" - krj_6, SheSpeaks Member

