

Objective

L'Oreal sought to generate awareness of their new Colour Riche Eye shadow collection through custom videos featuring makeup artist Billy B. The campaign was targeted to women 25-54, primarily measured by number of views.

Strategy

Exponential created an interactive campaign using standard pre-roll, dismissible polite pre-roll and video-in-video units which leveraged the long form Colour Riche video.

Contextual and interest based targeting was used to reach the ideal L'Oreal audience of women interested in beauty and fashion. In order to gain further insights into who to the Colour Riche target audience, a Dynamic Logic Brand Study was implemented.

Results

Over the course of the campaign, the Polite Pre-roll delivered the highest engagement and view rate. The extended Standard Pre-Roll unit delivered the highest video completion rate of 57%, which met In-stream's CPG Standard Pre-Roll benchmarks of 44% - 73%. The Inside-Out-Roll users finished watching the video through completion, which is in line with CPG video completion rate benchmarks which ranges 29% - 48%. These metrics imply that Exponential targeting technology was able to exceed goals in reaching L'Oreal's ideal customers.



HIGHLIGHTS

57% VIDEO COMPLETION RATE
COMPARED TO A CATEGORY
BENCHMARK OF 44%

**INSIDE-OUT-ROLL USERS
FINISHED WATCHING THE VIDEO
THROUGH COMPLETION.**

