

Advertiser Case Study

L'Occitane "Likes" on Facebook pages surges with direct engagement on mobile channel.



Objective

L'Occitane a premium French cosmetic house ran display mobile campaign on BuzzCity's mobile network to encourage users to "Like" their Facebook page and win a trip to Paris.

Solution

This was L'Occitane's first foray into mobile marketing. For one week, the campaign was exclusively run with BuzzCity. The ad banners were delivered across BuzzCity's Brand-Safe Channels which consist of popular sites and premium inventory to connect to L'Occitane's very specific target market. Audiences were directed to L'Occitane's Facebook Page to "Like" the page and join their social community.

Results

Although the campaign only ran for a one week period L'Occitane received over a 1 000 new Facebook fans. In addition to this the campaign achieved excellent overall awareness for the brand and paved the way for their future mobile strategy.

Campaign Summary

- **Client:** L'Occitane
- **Country:** Indonesia
- **Ad Format:** Display Banners

Campaign Targeting

- **Channels:** Brand-Safe Channels
- **Operating System:** All

Performance

- **Impressions:** 1.2 million
- **Clicks :** 3 000
- **CTR % :** 0.25%