

## Procter and Gamble

### Problem

How does a skin-care company remind women daily of the impact of the sun on her skin?

### Solution

Create an innovative, OOH campaign that gives women real-time skin tips and tricks to prevent damage from exposure to the sun.

### Background

Women go to great lengths to protect their skin from aging- but the biggest impact on her skin aging is the sun. Inspired by this fact, Olay developed a dynamic OOH media program reminding women across America to add SPF to her face during her morning routine. The team recreated an early morning sunrise using digital OOH in the heart of Times Square and showcased weather-triggered messaging reminding consumers of the importance of SPF.

### Objective

1. Engage consumer with relevant, real-time creative throughout her day using regionally targeted digital OOH
2. Build awareness around Olay's latest suite of products with SPF 30
3. Drive brand equity messaging and need for sun protection

### Strategy

1. Promotional Stunt in Times Square: The Rising Sun

Use the largest H-D digital screen in the world to launch the Olay Rising Sun creative- where the sun slowly rose and ended with a product shot. Olay received 100% SOV with a 5 minute road-block in the 8 AM hour.

Throughout the rest of the day, Olay showcased 1-minute skin care tips and tricks that were triggered by the daily time and temperature.

2. Dynamic Digital Boards

Leveraging the power of real-time weather feeds, local-forecast information, and time of day, units were updated with skin tips and tricks based on current conditions, providing consumers with real-time skin-care information. For example: If the current temperature was greater than 70°, then messaging read, "At age 40, skin could look up to 20 years younger if it was protected from sun every day."

3. Retailers Tagged in Top 10 Markets

Digital units were secured in top-ten markets. Olay partnered with select retailers to tag certain retailer providing consumers with a direct path to purchase.

4. Continuity, Exposure, Reach

The team secured a rich mix of high-impact digital units in high-traffic areas in top ten markets. Additionally, eye-level media



in high-pedestrian-traffic areas reached women-on-the-go at transit shelters and subway kiosks.

#### 5. Leverage the Momentum

Olay extended the program another 4 weeks, with a creative swap promoting Olay's Regenerist Product.



## Plan Details

**Markets:** Atlanta, Boston, Chicago, Cincinnati, Dallas, Houston, Los Angeles, New York, Philadelphia, San Fran, Washington DC

**Flight Dates:** April 2016 - June 2016

**OOH Formats Used:** Digital Billboards, On the Go Digital Kiosks, Transit Shelters + some static bulletins

**Target Audience:** W25-54

**Budget:** Olay wanted to make a big splash and connect with women during key times throughout the day when they were in the perfect mindset for Olay messaging. OOH and custom integrations with TV received the majority of the budget targeting women in the morning as they prepped their face and on their way to/from key places they would visit throughout the day.

## Results

The campaign received an estimated 349,676,467 impressions over the 8 weeks.

