

Topicals Skin Care Creams

Background

Topical Skin Care Creams is a small DTC brand that wanted to gain market share and share of consumer mind in the highly-competitive skin care segment of the HBA business vertical – especially when it was time to launch a new product.

Objective

Increase Online Sales:

Focus on diverse women, with an emphasis on women of color, throughout New York City who have challenges with skin spots, blemishes and damage to their skin from nature's elements.

Strategy

They used tech-enabled, data-driven truck-side advertising to do a targeted blanketing in key areas of each New York borough, with an emphasis on key travel times for their target audience, shopping days and payroll days.

Plan Details

Market: New York, NY

Flight Dates: Q2 and Q3 2021

OOH Formats: Truckside Mobile Billboards

Target Audience: Diverse women, with an emphasis on women of color, who have skin damage or challenges

Budget: Under \$10,000

Results

All SKU's and product offerings across the Topicals brand sold out within 24 hours of their Sephora in-store retail launch. The trucks gained wide exposure on social media from consumers, and Topicals experienced a 194% lift in website traffic and a 100% lift in website conversions.

