

benefit

SAN FRANCISCO

Laughter Is the Best Cosmetic

Benefit Cosmetics is from the USA and a subsidiary of LVMH. It is one of the fastest growing brands and has boutiques spread across Hong Kong. Their famous "brow bar" provides brow transformations to people all over.

OBJECTIVE

Reach Out and Touch the Young

Benefit Cosmetics wants the younger generation to understand more about their brand. For this occasion they want to introduce their famous "brow bar" services and hero product "Porefessional" to the female segment from ages 18 to 30.

SOLUTION

Party, Pictures and Prizes

The campaign started with the recruitment of one hundred members to participate in an event held at a restaurant in Central through Miss Tiara. The event consists of the introduction to "Porefessional" with a full brow transformation and makeup demonstration by Benefit Cosmetics own in house artist.

Our in-house editorial team provided article and advertorial coverage while our digital marketing team used social media tools to create brand awareness and recruitment of members.

We also provided Benefit Cosmetics with offline store conversion for both attendees of the event and the general public. The Miss Tiara App provided people with digital coupons to be used at all Benefit Boutiques across Hong Kong, generating both brand awareness and direct sales.

We helped Benefit Cosmetics generated over 15% increase in social media engagement and over 20% increase in store traffic. The campaign target segment of ages 18-30 was at 95% accuracy matching Benefit Cosmetics request perfectly.

